

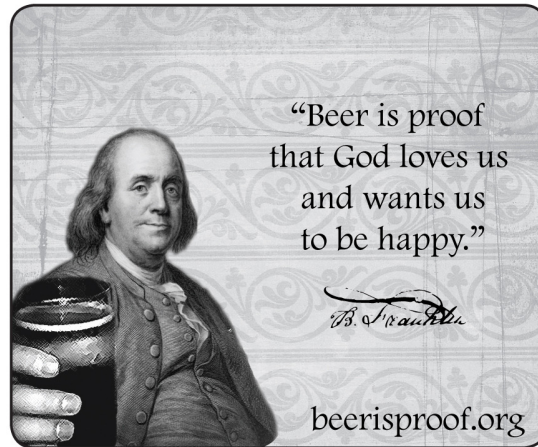


# BEER IS PROOF CAMPAIGN

TIM HENDERSON

“Beer is proof that God loves us and wants us to be happy.”

I love that quote. Not only because it’s funny, but because it’s just about perfect for starting a conversation about God with somebody who loves beer. That is exactly what we want to do. We’re not saying that the quote is true or that we agree with it, just observing that Ben said it and then offering some commentary on it. My buddy Tom Hudzina designed this sweet card.



Here’s what the back of the card says:

*To Ben the issue was simple.*

*Simple enough that a cold beer from the local pub was proof that God loved him.*

*What about you? Consider laughter, music, sunsets at the beach and the miraculous combination of chocolate and peanut butter. Do these things suggest that the genius behind it all wants us to be happy?*

*Ferment on this: Jesus said the ultimate proof that someone loves you is that they would give up their*

*life for you. And then He did just that. He made the ultimate sacrifice to make the ultimate case. God loves you so much He would rather die than live without you.*

*Wonder how that works? Beerisproof.org*

Essentially we are observing that there are a lot of things that suggest that God loves us. Ben thought beer provided one compelling line of evidence. We ask our readers what they find persuasive in that regard, and end by observing that Jesus said dying in someone’s stead was about the most overwhelming case you could make.

Then we invite them to investigate the topic at a website we built, [beerisproof.org](http://beerisproof.org)

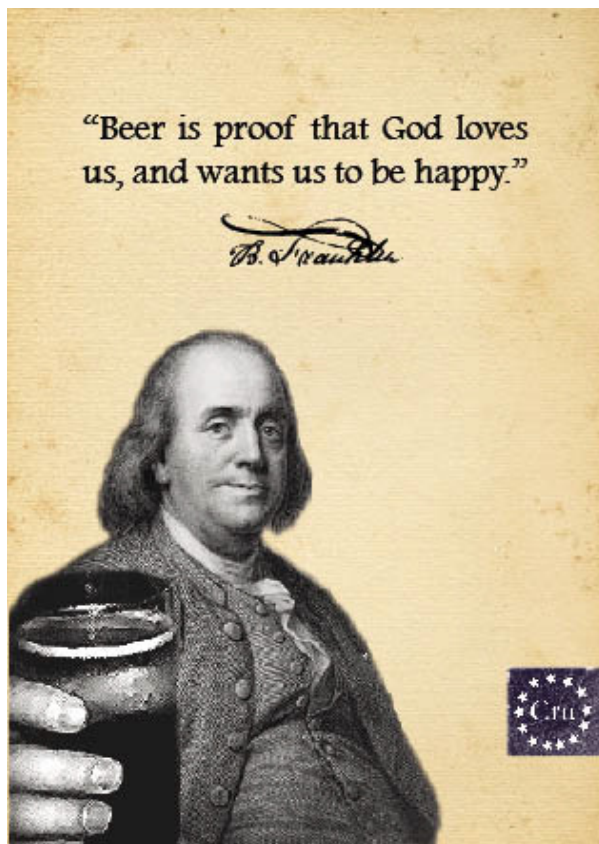
What follows is step-by-step explanation of how to run the “Beer is Proof” campaign on your campus. To download samples of the various promotions we use just click on this link: [Beer is Proof](#)

## Beer is proof that God loves us and wants us to be happy.

Several months ago I happened to be downtown late on a Thursday night when the party weekend officially kicks off. I was struck by what I saw. Students, who for the most part are dressed and in their right minds during the day, were just a mess. Girls dressed so as to reveal far more than they ought and guys hammered and acting like fools.

Now I'm not so naïve that I was actually surprised by it. Students drink, students party— got it. But that evening it affected me deeply and I was ashamed at how little we were doing to reach out to the party crowd here at Penn State. The next day I had lunch with Billy and Alexis. They both came to Christ here and both have been and remain involved in the downtown bar scene. Alexis was a waitress at one bar and Billy a bouncer at another. Both are committed to walking with Christ and loving those who don't yet know him. As we talked about what I saw that night and what they see many nights we prayed together that God might help us do something to effectively make his name known among the students who are looking for life in alcohol.

To make a long story short, after lots of time talking with them and other students and staff we came up with a campaign specifically targeted to the party scene. It's designed to help us start a conversation, and talk about Christ in a way that is pretty fun and light- hearted, and we think attractive to those we are trying to reach. It's built around a quote by Ben Franklin.



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**Beerisproof.org**  
To Ben, the issue was simple.

**MENU**  
Home  
Happiness  
The Pub  
All Things Saintry  
Contact Us

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**Beer is proof that God loves us and wants us to be happy.**

So do you think it's true that God loves us and wants us to be happy? I do. I'm convinced of it. And it's good news for us that He does, because He more than anyone ought to know what will make us happy.

Happiness is the universal longing of the human heart. Every decision we ever make has as its goal our own happiness. It takes a lot of forms, but without exception, we all live to be happy.

Some of us, anticipating the happiness that we think will come having six pack abs, are motivated to do hundreds of crunches and run for miles. Others of us, anticipating the more immediate happiness of leisure and flavor, just sit back and open a bag of Barbeque Fritos. Different means, but the same end. We all want to be happy.

Far from rebuking this tendency, the Bible encourages it. In fact, if anything, the message of the Bible is that we love our own happiness too little, not too much. We are frequently commanded to delight, to rejoice, to be happy.

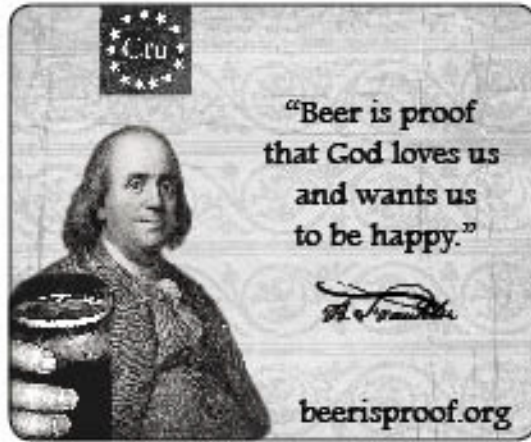
The site has a bunch of articles themed around beer, happiness, and God. Some of the articles share the gospel, some don't. It's kind of a meandering collection of essays that someone can browse if they are interested.

We use the cards in two different ways. One, for mass exposure, and the other, for more personal contact. For mass exposure we just go downtown and hand out the cards. Because we want to target the older students we've handed them out at 5pm as students are leaving campus heading to their apartments, and we've handed them out at 2am as the bars are closing. We've given away thousands of cards in this way.

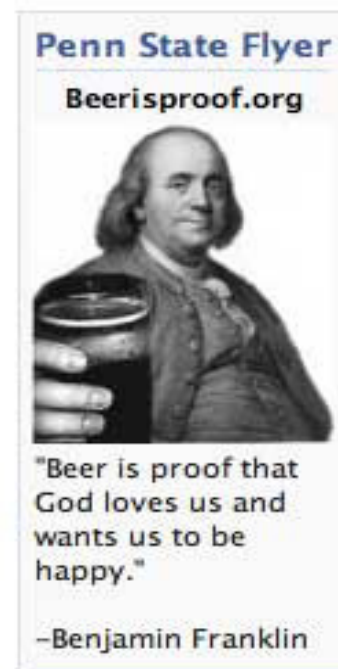
On the personal contact side we designed a survey to help students interact with friends and strangers about the content. The surveys are super easy to use and great for starting conversations about beer, happiness, and God, and ultimately of course, the gospel. We also have a two-page guide so you can train your staff and students to use them effectively.

The cards, surveys, and website give us a lot of opportunities to present these ideas to students but we wanted to have many different media pieces so we could cast as broad a net as possible. The more students involved in this larger conversation about beer, happiness, and God the better.

To that end we have run ads on facebook, printed up cardboard coasters that several bars have used, advertised in the weekend bar guide on campus, and on cold mornings given away hot chocolate in cups emblazed with *Beer is Proof* images.



Because there is a higher risk of being misunderstood than with a more traditional approach, we took time at the beginning to help our students understand what we are saying and what we aren't saying, and to defend biblically the propriety of the campaign. You might want to do the same to help align your students and other constituents.



All in all it's been a pretty fun and easy way to involve students in evangelism. If you'd like to use any of these resources on your campus, please be our guest. I'd love to hear how it turns out. If you find a new or better way to extend or improve upon the strategy I'd be grateful if you let me know so we can check it out too.

The resources were all created in Adobe InDesign CS. Below are the native files and images as well as pdfs for each component. Also included is the contact information for the printers we used. You can use whomever you like but all the folks listed below already have done these jobs, so you can probably avoid the initial press fees by asking them to rerun a job. You might reference my name, Tim Henderson, or Campus Crusade for Christ at Penn State if you call them. That may help them find the files you need. Just make sure they ship to and bill to you and not me.

If you chose to use the files exactly as I have them, just have at it. If however you want to alter the files in any way please contact me first for permission. Notice that the design incorporates a Spirit-of-76 version of the Cru brand, which we developed to represent Cru at Penn State. Here you can learn more about the Cru brand and find everything you'd need to use it at your school.

#### **The card** (8 Megs)

Here you'll find the InDesign and image files for the cards. I can't give you the fonts because that'd be illegal. We used Book Antiqua, Footlight Light, Old State House WF and Times. You can get those at [fontfont.com](http://fontfont.com). We always print our postcards at Modern Postcard. They are fabulous. Great customer service, and terrific communication with the customer. 800-959-8365. Our original job order number for Beer is Proof was 1MT262.

#### **Coasters** (2 megs)

We had the coasters printed by Printglobe at 800-989-2181. Our rep was John Bryan at extension 316. His email is [johnb@printglobe.com](mailto:johnb@printglobe.com). We chose single sided coaster printed on 45 point pulpboard and were happy with the result.



**Stickers** (3 megs)

We use these stickers on our hot chocolate cups but you could use them any way you want. They are 2.5 inches high by 3 inches wide. We had them printed by Consolidated Label at (800) 475-2235. Our rep is Tina Meck at extension 211, Her email is [tina@consolidatedlabel.com](mailto:tina@consolidatedlabel.com). Our order number was #ORD204219.

**Surveys** (1.5 & .5 megs)

We just printed the surveys and survey instructions at Kinkos in black and white on regular paper.

**Facebook** (8k)

Facebook makes it super easy and super cheap to advertise. Someone with a Facebook account at your school (pretty much every single one of your students) will need to create the ad. They call it a flyer and it takes all of 2 minutes to create.

Log into Facebook.

Click on the "Advertise" link at the bottom.

Click on "Order Facebook Flyers"

Chose the *Basic* theme

Upload this image

For TITLE enter: *Beerisproof.org*

For BODY enter: "*Beer is proof that God loves us and wants us to be happy.*" –Ben Franklin

For LINK enter: *http://beerisproof.org*

Uncheck "Show my name"

Enter how many times you want it seen in a given day and how many days you want it to run. (It's \$5 for 10,000 views. You want roughly one view per day per person on your campus)

Pay the people.

**Podcast** (13 megs)

If you'd like to hear how we addressed with our students the potential problems the campaign could cause you could listen to this </downloads/Beer.mp3> of a talk from our weekly meeting dedicated to the campaign.

**pdf. collection** (6 megs)

Here in one package is a pdf. version of the all the pieces we have used over the course of the campaign.

**Raw images** (6 megs)

Here is a collection of the raw image files used in the various pieces in case you want to get creative.

*Centerfield Productions is a division of CruPress, a publishing house of Campus Crusade for Christ. The team consists of Crusade staff with other full-time roles, primarily in the field. Centerfield's Ideas, Strategies, and Tools are born out of the experience of these staff and their attempts to solve the problems they face on campus.*

*Tim Henderson and his wife Kellie have been on staff with Campus Crusade for Christ since 1993. He is currently the Campus Director at Penn State and the Director of Centerfield Productions. His email is [tim.henderson@uscm.org](mailto:tim.henderson@uscm.org).*