



BUILDING A MOVEMENT: PLANNING PART 2

STEP 6.5

THE 'WHEN' OF PLANNING

Giving focus to the right elements like prayer and evangelism is critical. Coming up with effective strategies for accomplishing these ministry tasks is also essential. But planning isn't over yet. In campus ministry the 'when' is nearly as important as the 'what.' Not all times of the school year are equal for doing evangelism or discipleship or training.

To be effective your plan must be fit into the context of the realities of the campus schedule. Having a huge social event on Thanksgiving, when no students are around, would not be a wise idea.

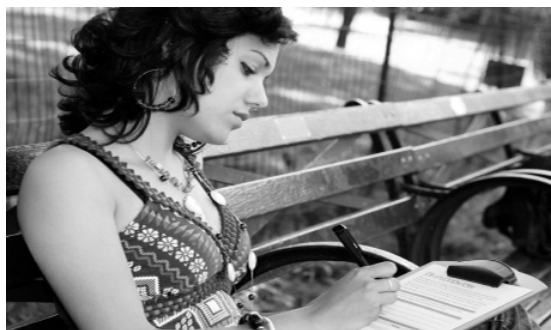
Some scheduling realities will be specific to your campus, most however will not. Those who have been in campus ministry for many years have discovered that there are natural cycles of ministry that remain remarkably consistent from campus to campus. Awareness of these cycles will enable you to make the wisest decisions about when to focus on different aspects of the ministry.

Having a major campus outreach or promoting Summer Projects are both good ideas, but in your planning it is here that you want to consider when would be the best time to do either. You want to surf these natural cycles and work with the current not against it.

The following two articles will give you what you need to most strategically plan when to do what.



PLANNING THE CAMPUS YEAR



This resource was designed to give you an overview of the ministry year and make some suggestions for you to consider as you plan.

Disclaimer: Your plan may look different from this general overview depending on the stage of development of your local ministry. We have given you several suggestions but do not expect that you will do all of them.

Here is an overview of the major events in the campus ministry year.

First Six Weeks—lots of evangelistic contacts.

Fall Retreat and End of First Semester — connecting new students and continued evangelism.

Christmas Conference

Second Semester—building on momentum of Christmas Conference.

Last Two Months—preparing for next school year.

Summer Projects

There are times in the school year which are better to plan specific ministry events (evangelistic, training, small groups, etc..) than other times. Understanding the cycles of momentum of campus ministry will assist you as you plan your year.

OFF AND RUNNING IN THE FALL

The first six weeks of the school year is one of the most important times in your campus ministry. Your priorities are:

- Prayer
- Evangelism
- Gathering and connecting new people with your movement

These ministry activities will flow out of these priorities:

- Prayer chains and other prayer strategies
- Freshmen Survival Kit Distribution and/or surveys with follow-up
- Putting up posters on campus
- Begin small groups
- Social gatherings and/or Weekly Meetings
- Challenge students to attend Fall Retreat

BUILDING COMMUNITY

As you move beyond the first six weeks, you want to begin to consolidate and help your newer people to get more connected to your movement.

Getting new students to attend a Fall Retreat will go a long way in helping you to connect these new students and challenge them to greater involvement in your movement.

After the Retreat, you will want to consider some of these activities:

- Continue to follow-up surveys and FSKs
- Involve new people in the movement
- Continue evangelism
- Put up new posters on campus
- Continue to connect people to small groups
- Training



- Social gatherings
- Challenge students to attend Christmas or Winter Conference
- Have an evangelistic event or theme

GOING DEEPER

Campus Crusade Christmas Conferences are rare opportunities to build vision and deepen growth in students' lives in such a little time.

At the conference, students will make critical decisions that will deepen their walk and commitment to the Lord.

- At the conference, students will:
- Experience high energy worship
- Receive practical ministry training and Biblical teaching
- Be exposed to summer mission opportunities in the US and abroad
- Build deeper relationships with others in your movement
- Develop a greater vision as they see what God is doing through the ministry of Campus Crusade around the world

REACHING THE CAMPUS

As the new semester starts, you will have more students who have caught the vision of reaching the campus for Christ. This is a high momentum time which you will want to focus on:

- Evangelism
- Equipping students to reach the campus and make disciples

These ministry activities will flow out of these priorities:

- Prayer - both group and individual
- Possible Freshmen Survival Kit Distribution and/or surveys with follow-up
- Evangelistic event or theme
- Putting up new posters on campus
- Start new small groups
- Weekly Meeting
- Summer Project Challenge and applications
- Big Break or Spring Retreat

EQUIPPING NEW LEADERS

The focus of the last two months of the school year is to look ahead to the next one. Evaluation, planning and preparing new leaders will be your priorities. These activities will flow out of the priority to prepare for the next school year:

- Continuing evangelism
- Pick and equip new leaders
- Evaluation of current year
- Plan and prepare for the fall
- Prayer for the summer and fall
- Leader's Retreat
- Order Freshman Survival Kits
- Raise funds for summer project
- Prepare students in the movement to continue to grow and thrive over the summer

SUMMER PROJECTS

Campus Crusade Summer Projects are mission trips with over 15 US locations and 50 worldwide. These projects last anywhere from 6-12 weeks depending on the location.

Summer projects offer an incredible, life-changing experience that shapes character and focuses life mission. Benefits to the student:

- Leadership development
- Ministry training and experience
- Growth environment and community

Summer projects are crucial elements to the local campus ministry because they develop the future leadership of the campus ministry.

You will want to begin talking to students about summer projects at the end of September and beginning of October. Your heaviest recruitment time will be during and after Christmas Conference.

Attached is a helpful map of the Campus Year . . .

off and running in the fall

The first six weeks of the school year is one of the most important times in your campus ministry.



Your priorities are:

- :: Prayer
- :: Evangelism
- :: Gathering and connecting new people with your movement

These ministry activities will flow out of these priorities:

- :: Prayer chains and other prayer strategies
- :: Freshmen Survival Kit Distribution and/or surveys with follow-up
- :: Putting up posters on campus
- :: Begin small groups
- :: Social gatherings and/or Weekly Meetings
- :: Challenge students to attend Fall Retreat

building community

As you move beyond the first six weeks, you want to begin to consolidate and help your newer people to get more connected to your movement.



Getting new students to attend a Fall Retreat will go a long way in helping you to connect these new students and challenge them to greater involvement in your movement.

After the Retreat, you will want to consider some of these activities:

- :: Continue to follow-up surveys and FSKs
- :: Involve new people in the movement
- :: Continue evangelism
- :: Put up new posters on campus
- :: Continue to connect people to small groups
- :: Training
- :: Social gatherings
- :: Challenge students to attend Christmas or Winter Conference
- :: Have an evangelistic event or theme - consider participating in One Day of Faith

going deeper

Campus Crusade Christmas Conferences are rare opportunities to build vision and deepen growth in students' lives in such a little time.



At the conference, students will make critical decisions that will deepen their walk and commitment to the Lord.

At the conference, students will:

- :: Experience high energy worship
- :: Receive practical ministry training and Biblical teaching
- :: Be exposed to summer mission opportunities in the US and abroad
- :: Build deeper relationships with others in your movement
- :: Develop a greater vision as they see what God is doing through the ministry of Campus Crusade around the world

reaching the campus

As the new semester starts, you will have more students who have caught the vision of reaching the campus for Christ.



This is a high momentum time which you will want to focus on:

- :: Evangelism
- :: Equipping students to reach the campus and make disciples

These ministry activities will flow out of these priorities:

- :: Prayer - both group and individual
- :: Possible Freshmen Survival Kit Distribution and/or surveys with follow-up
- :: Evangelistic event or theme
- :: Putting up new posters on campus
- :: Start new small groups
- :: Weekly Meeting
- :: Summer Project Challenge and applications
- :: Big Break or Spring Retreat

equipping new leaders

The focus of the last two months of the school year is to look ahead to the next one. Evaluation, planning and preparing new leaders will be your priorities.



These activities will flow out of the priority to prepare for the next school year:

- :: Continuing evangelism
- :: Pick and equip new leaders
- :: Evaluation of current year
- :: Plan and prepare for the fall
- :: Prayer for the summer and fall
- :: Leader's Retreat
- :: Order Freshman Survival Kits
- :: Raise funds for summer project
- :: Prepare students in the movement to continue to grow and thrive over the summer

summer projects

Campus Crusade Summer Projects are mission trips with over 15 US locations and 50 worldwide. These projects last anywhere from 6-12 weeks depending on the location.



Summer projects offer an incredible, life-changing experience that shapes character and focuses life mission.

Benefits to the student:

- :: Leadership development
- :: Ministry training and experience
- :: Growth environment and community

Summer projects are crucial elements to the local campus ministry because they develop the future leadership of the campus ministry.

You will want to begin talking to students about summer projects at the end of September and beginning of October. Your heaviest recruitment time will be during and after Christmas Conference.



CYCLES OF CAMPUS MOMENTUM

ERIC SWANSON



Whether your campus utilizes the traditional two Semester terms or three Quarter terms, an invaluable way of looking at your school year is to divide it into four quadrants that reflect the natural flow of the school year. The First Quarter begins a week or so before school begins and ends at the Fall Conference. The Second Quarter begins after the Fall Conference and terminates with the Christmas Conference. The Third Quarter begins when school resumes in January and concludes at Spring Break. The final Quarter starts after Spring Break and finishes with the completion of the school year.

CYCLES OF MOMENTUM

Within each Quarter there is a natural “cycle of momentum.” That is to say, each Quarter begins with some type of evangelistic outreach, involves a time of consolidation and momentum, and then concludes with an opportunity to raise the level of commitment and involvement of students--normally at a conference.

FIRST QUARTER

Each Quarter has a distinct emphasis and goal. The Emphasis of the First Quarter is CONTACT--exposure and evangelism--gathering as many bodies

as possible and getting them into group studies.

During the First Quarter, students are generally more open to talking about spiritual things or taking a survey. All Quarters are not equal in this regard. If you had as your goal to initiate with 1,000 students per staff this year, most likely you would not try to reach 250 per Quarter. A good 40% of the yearly initiative and evangelism takes place during the first Quarter. Hence, you need to plan accordingly. This is why mid-year evaluations can be deceptive. At the time it appears that you are well over half-way in reaching your numerical goals. When the truth of the matter is the majority of your evangelism has already been done.

Although the First Quarter has proven to be an effective time for evangelism, you may want to consider the merits of focusing on the Christians on campus during the First Quarter. The University of Missouri calls this their “Christian Rush.” They amass their labor force for the rest of the school year during this First Quarter. Since few other Christian groups are doing evangelism they wait until the Second Quarter before really having an evangelistic emphasis.

Because movements are built around continually reaching the Freshman class and assimilating these first year students, we must be very intentional about targeting and assimilating Freshmen.

By scheduling your open, large group (even co-ed) Bible Studies before the year begins, you have something to invite the students to as soon as you meet them. The advantage is that you don’t have to wait until you get all of their schedules and find a common time before you begin. If a student can’t come to your study, you can give him or her the time



of another study. This open Bible study also frees up your leadership students to meet other students and share their faith rather than preparing for Bible Study.

A major objective of the First Quarter is recruiting for the Fall Conference. The objective for each of our conferences differs. The Fall Conference is usually by State. It's at this time where students begin to get a picture of what Campus Crusade is and an introduction to the Christmas Conference and projects. This is where we "run the flag up" regarding who we are as a movement and some of the things we are committed to. This is why we usually have a staff person as our conference speaker. On the positive side, this is where many students say to themselves or to the Lord, "This is what I want to be involved in." On the other hand, some students will conclude that Crusade isn't for them.

THE SECOND QUARTER

The emphasis of the Second Quarter is probably on CONSOLIDATING the fruit of the First Quarter and going after the friends of those who got involved the First Quarter. This paves the way for training opportunities. We make certain that all of the Fall Conference students are in groups and group leaders are trained in exactly what to do. Large group Bible studies can be replaced or augmented with small groups and Action Groups. Momentum is built as we look forward to the Christmas Conference.

The Christmas Conference is comprised of students from several states and it is the largest conference of the year. Many students are impressed by the number of Christian students present. The emphasis is always on going to the world. An overwhelming majority of the students who go on projects and missions or develop into your leaders will be at this conference.

THE THIRD QUARTER

The goal of the Third Quarter is to CAPITALIZE on the momentum of the commitments made at the Christmas Conference. At Christmas Conference your students will be challenged to reach their campuses for Christ and take the gospel to the world. By faith, many of them have made fresh commitments to the Lord and are ready to be challenged. You cannot return from the Christmas Conference with a "business as usual" attitude. For this reason, it is usually a good idea to plan a high

momentum outreach of some type that will stretch the faith of your students during the Third Quarter. Classics, Team Meeting Emphasis Weeks, a large College Life, etc. are excellent ways to make it easy for your average student to have a ministry when he returns. Your job is to give your students avenues to express their faith. Schedule events that they can invite their non-Christian friends to. It is during the Third Quarter that you challenge your students to move into or remain in the dorms. Together, you are looking forward to your Spring Retreat. The Spring Conference is usually held by campus and the emphasis is on outreach. For many campuses, it is the time to be involved in another country of the world. Opening a new campus ministry in Juárez, showing the JESUS film in Mazatlan, or sharing your faith on a ski lift are all ways that can galvanize the faith of your students. You probably want to schedule your best and most creative social events during this Quarter since momentum can wane.

THE FOURTH QUARTER

The goal of the fourth quarter is CONTINUATION--preparing the students for the summer. This is the shortest of all quarters (normally only 4-5 weeks) but an important one. Planning for the impending school year, room scheduling, etc. must be done before you and your team leave for the summer. After Spring Break is not the best time to be setting major goals. Your momentum activities are finished for the year.

PLANNING

Planning is simplified by using the Quarter System. Using yearly planning goals and objectives does not serve the average team leader or Campus Ministry because it is so difficult to measure real progress toward the goal. For example, again if your evangelistic goal for the year is to in some way shape or form initiate with 1,000 students, anything you do in one of the 24 weeks on campus doesn't seem to amount to much, either positively or negatively. If I don't do any evangelism, I can always say, "Well, I have 22 more weeks to make up for it."

The Quarter System is different. Because each Quarter is only 5-7 weeks long, each of those weeks is important in the accomplishment of your goals. You, as the team leader can set weekly goals and emphasis to move you toward the accomplishment of your vision. To accomplish your yearly goals you work toward accomplishing your Quarterly goals. You work



toward accomplishing your Quarterly goals by setting and working on your weekly goals. This contributes to you taking an active role in leading your team. You need to know when to have an evangelistic push and when you need to take a break. You set the pace for each Quarter by communicating with your team what needs to be done this week.

When the Quarter ends, so do your goals. Whether you reached them or not, there is no carry-over in your numerical goals. Mail a campus brochure and calendar to each uncontacted student along with an invitation to your weekly meeting. You learn from your mistakes and begin anew by setting new goals for the impending Quarter.

EVALUATING AND REPORTING

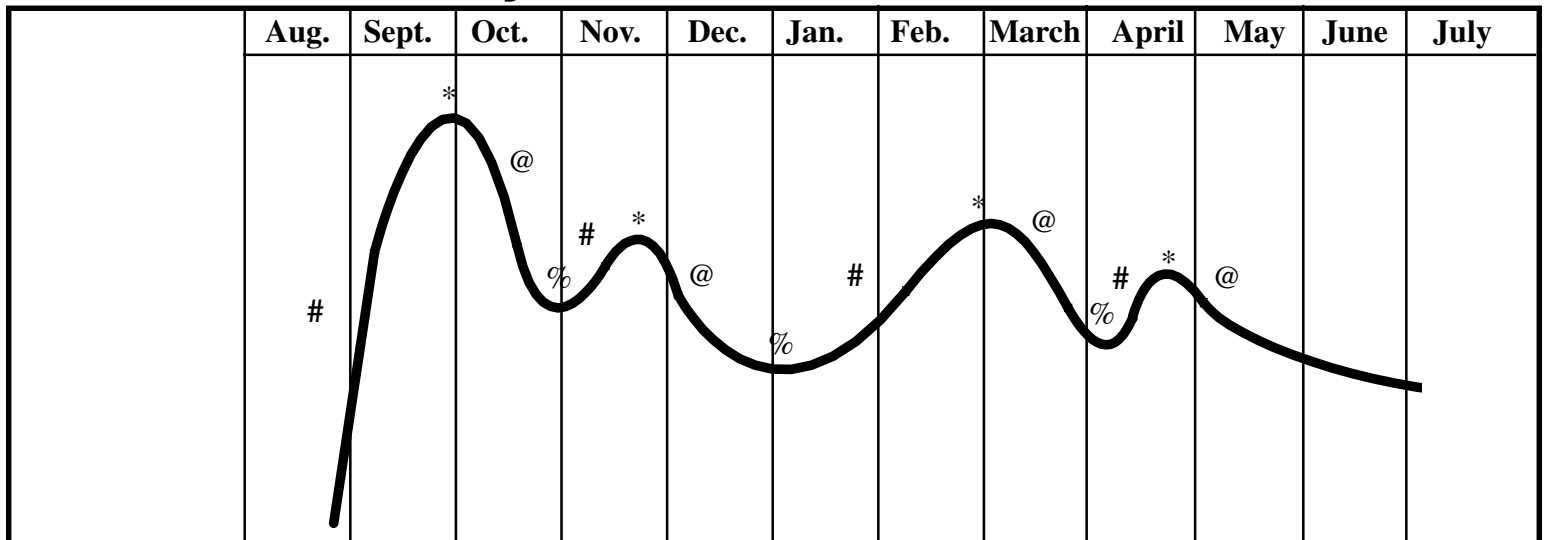
Each week at staff meeting you need to be asking “What did you do?” and “How did it go?” We are looking for responses that reflect our values of faith, effectiveness and development.

If you still are not getting the results you want, you need to evaluate if you are doing the right thing. What you evaluate is what you are accomplishing together as a movement--the sum total of individual effort and activity. Whose lives are we corporately reaching and changing? This means you’ve got to work together to accomplish your goals.

At the conclusion of each Quarter is a time for evaluation and planning. This time gives you a little breathing room and time to honestly evaluate and plan before diving into another busy week. Because plans are only as good as the information they are based on, you are in a much better position to plan the specifics of the Second Quarter after the conclusion of the First Quarter.

See the chart on the next page for a helpful overview of the cycles . . .

Cycles of Momentum



KEY

- Raise the level of commitment as you head towards a major evangelistic event or strategy. Communicate vision, pray, and equip and train your movement for the event or strategy.
 * - Major evangelistic event. Might include Freshman Survival Kits, special speaker, poster campaign, music group, "I Agree With .." campaign, etc.
 @ - Conduct the follow-up, gather new people into Bible studies, and invite them to the weekly meeting.
 % - Continue training people, solidify current Bible studies, go to Fall Retreat (September/October), Christmas Conference or Winter Conference, Spring Break Conference or retreat, or a summer project (apply by February).

Focus(es)	Gathering Evangelism	Evangelism Consolidation	Conference Momentum	Evangelism	Discipleship Fall planning	Summer
-----------	----------------------	--------------------------	---------------------	------------	----------------------------	--------

<p>Try some of this stuff.</p> <p>The six columns to the right show some ideas and activities you can use during the year. You do not have to do all of them.</p>	<ul style="list-style-type: none"> • Prayer • Freshman Survival Kits • Surveys • Equip Small Group Leaders • Put up posters on campus • Begin small groups • Connection Studies • Recruit for Fall Retreat • Social gatherings • Every Student's Choice 	<ul style="list-style-type: none"> • Follow up surveys • Continue evangelism • Training • Look for ways to involve new people in the movement • Follow up commitments made at Fall Retreat • Every Student's Choice • <u>End of October</u> Christmas Conference recruiting 	<ul style="list-style-type: none"> • Continue Christmas Conference recruiting • Raising Conference Scholarships • Summer project recruiting • Relational outreach during Final's Week • Bible study challenges - start new studies • Discipleship and training • Publicity 	<ul style="list-style-type: none"> • Spring Conference recruiting • Continue Summer project recruiting • Continue Bible studies • Evangelism Event or Theme - (Valentine's outreach or survey) • Prayer • Training • Every Student's Choice 	<ul style="list-style-type: none"> • Individual evangelism • Training • Evaluation of the year • Leader's Retreat • Plan for Fall • Pick and equip new leaders • Prayer for the summer and fall • Raising funds for summer project 	<ul style="list-style-type: none"> • Personal walk • Summer projects • Summer Bible Study • Virtual Summer Project on GodSquad
--	---	--	---	--	--	--