



User Friendly Guide to

The Pocket Guide to Doing
Evangelism in a Small CU

Festive

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Christian Support for Students & Staff

Survey of Student Beliefs

1. What course are you doing?
2. In your opinion, what are the main problems in the world today?
Pick 3 of the following and rank them in order, 1 being most important.

- | | | | |
|-----------------|--------------------------|------------------------|--------------------------|
| Debt | <input type="checkbox"/> | Wars | <input type="checkbox"/> |
| Family Break-up | <input type="checkbox"/> | Homelessness | <input type="checkbox"/> |
| Racism | <input type="checkbox"/> | Global Warming | <input type="checkbox"/> |
| Aids | <input type="checkbox"/> | Hunger | <input type="checkbox"/> |
| Low Self Image | <input type="checkbox"/> | Other (please specify) | <input type="checkbox"/> |

3. In your opinion, what are the greatest concerns of students today?

- | | | | |
|------------------|--------------------------|------------------------|--------------------------|
| Academic Studies | <input type="checkbox"/> | Spirituality | <input type="checkbox"/> |
| Debt | <input type="checkbox"/> | Friendship | <input type="checkbox"/> |
| Sex | <input type="checkbox"/> | Sport | <input type="checkbox"/> |
| Image | <input type="checkbox"/> | Family Issues | <input type="checkbox"/> |
| Environment | <input type="checkbox"/> | Other (please specify) | <input type="checkbox"/> |
| Career | <input type="checkbox"/> | | |

4. To what extent have your spiritual beliefs been influenced by:

	not at all	a little	a lot	mostly
Parental beliefs	↓	↘	↗	↑
Friends	↓	↘	↗	↑
Media	↓	↘	↗	↑
Formal Education	↓	↘	↗	↑
Previous Religious Experience	↓	↘	↗	↑
Personal Conclusions	↓	↘	↗	↑

5. Who do you think Jesus is?
Legend / myth Teacher / Prophet
Son of God Good man
Religious lunatic Con man

6. To what extent have you investigated the historical evidence for Jesus?

↓	↘	↗	↑
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7. How much of Jesus' teaching have you read for yourself?

↓	→	↗	↑
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8. Would you take a copy of Mark's Gospel which has been produced especially for students, read it and maybe tell us what you think of it?

If you would like to come along to an informal meeting where we can discuss it, how can we contact you about it?

The Pocket Guide to Evangelism in a Small CU

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HELP!!

Thinking about something like evangelism can be quite daunting in a small CU. There is only a hand-full of you meeting up each week, and there are SO MANY students out there who just don't care about Christianity, or who openly hate Christians.

You haven't got the unlimited resources or money that big CUs have to book famous speakers or print reams of publicity or to make hoodies and coasters with the CU logo on.

You probably haven't even got a CU logo!

Don't despair!!

- a) Don't be 'apologetic' in your manner. Be honest about who you are and what you are doing.
You have a big God on your side.
- b) As said earlier, treat people as individuals, not just as evangelistic targets. Don't be too quick to 'get the gospel in.' This is not a competition!!
- c) Preferably go through the questionnaire with them, i.e. ask them the questions and write down the answers. This will lead to much better answers as you discuss the issues being raised as you go along.
- d) Don't mock the answers!! It is easy to do this if someone has the strangest world-view you have ever heard of, but you will soon alienate that person from listening to anything you have to say to them!
- e) Try to get a feel for the overall beliefs the person is showing. Are they coherent (e.g. many people say they believe that Jesus is the Son of God and yet say there is no God!)

FINISHING UP

- a) Allow them to finish when they want!
- b) Offer them a tract (you can order some really good ones from Lifewords www.lifewords.info/europe go to the catalogue section) and a flyer for an event you are putting on, or more information about the CU, including when and where you meet..
- c) Thank them!!
- d) Meet up with the others for a well earned cuppa and collect the surveys - it might be a good idea to pray for the people you have spoken to as they go off to think about it.
- e) As soon as possible collate the results and work out in terms of %, e.g. in one CU 20 surveys were collected... 10 people said they wanted to know what life was about, or '50% of those surveyed want to know what life is about'.
- f) Make the answers available for the University e.g. posters, adverts in college magazines etc., the results themselves often prove to be excellent ways of reaching people.
- g) Don't stop there. Keep on with the questionnaires. Try different ones out, and be regular about it, find what suits your CU and your college and go for it!

? Guide to using student surveys ?

The Purpose of Student Surveys/Questionnaires

Evangelism is an exciting, daunting, even downright terrifying prospect for most Christians, and 1 to 1 evangelism with people you have never met before can appear almost impossible!! For those of us nodding at such a description, surveys and questionnaires will prove a valuable tool for slightly less scary evangelism.

The aim is to get people thinking above and beyond that next essay deadline, or trip to the union bar. It is a way to informally chat with a stranger, and begin to share the heart of the Christian faith, without simply jumping on them as an evangelistic target. The person being interviewed is able to set their own agenda for the questionnaire, whether it should be done over 5 minutes or an hour, and whether they want to skim over the surface or ask about the meaning of life, the universe and everything. Our responsibility is to listen, and share what is appropriate to that individual.

What Questionnaires to use

At the end of this resource you will find the Survey of Student Beliefs that has been tried and tested many times with many people. You may use it as it is, or adapt it to suit your needs.

In general, questionnaires work well when they are relevant to specific events or needs. For example, you could make a questionnaire that had questions all about Christmas to use just before a Carol Service. Be creative - use culturally relevant links such as current music trends, or the big film at the moment. Use a questionnaire as a way of telling people about an event you are putting on.

A good questionnaire will start in quite a broad, non-threatening manner. Find out about the person first before going on to 'deeper' issues. Around 10 questions is a good number allowing a person in a hurry to go through it in a couple of minutes. Gradually the questions should get more focused on issues central to Christianity. Who is Jesus should be at the heart of what we want to convey.

Practicalities

BEFORE STARTING

- a) Pray. This cannot be overemphasised. Questionnaires, as with all forms of evangelism, need to be done in the power of the Holy Spirit, not the power of the CU!!
- b) Discuss the aims as a group before going out, so that people don't feel disappointed if the entire college hasn't converted by the end of the allocated time.
- c) Know the questionnaire, and as a group think about what difficult questions may arise, and how you might answer these.

GETTING STARTED

- f) Get as many people in the CU going as possible. Try and go in groups of two.

Let me give you 12 TOP TIPS to get you started.

1. God seeks humble hearts, not clever techniques.

God will often use the most surprising people for His purposes. We don't need to come up with a winning formula or evangelistic technique, or know all the answers for God to use us in evangelism. God seeks humble hearts, not clever techniques. Look at 2 Corinthians 12:9. All God asks is that we are obedient.

2. You're a small CU – it's OK to think small.

You don't need to think that you have to rival the evangelistic missions in the bigger CUs in order to make a difference. Any proclamation of the gospel on any scale is great and worth doing.

In some colleges, maybe it just doesn't work to try to organise big talks because there's no suitable venue, no staff support, or no interest from the students. That's no reason not to do any evangelism!

You can still just talk to your friends about what you believe. Telling them you went to church on Sunday when they ask you what you did at the weekend is often a good start.

You could even go into the canteen and do questionnaires with individuals so that you get into gospel conversations with them. It's evangelism on a small scale but the gospel is being proclaimed, and that is what we're commanded to do. With a bit of prayer, that can really make a difference.

3. Evangelism doesn't just mean mission.

Each one of us individually is chosen by God to be salt and light where ever he has placed us, so try to develop an evangelistic mindset all year round. People are much more likely to come to Christ if he is demonstrated as well as proclaimed to them.

That means investing in relationships all year, and always being on the lookout of opportunities to talk about Christ in conversation.

Don't only be a CU member in CU meetings!

4. Get a life!

Everyone in your CU should be in at least one other society than the CU. How are you going to tell people about Christ if you are spending all your time with Christians? It CAN be something that interests you! In fact, it's better if it is – don't join the netball team if you can't catch!

5. PRAY! PRAY! PRAY!

Prayer should be the foundation of whatever we plan to do. Look up Colossians 4:3 – we need to pray specifically for God to open doors.

Pray too for logistical things, like room bookings, health of speakers and things like that. We need to pray for specific people. Very few people will come to a venue because they've seen a poster. The VAST majority will come because some one invited them.

revolving doors, glass partitions... etc

CHECK IF YOU NEED TO GET PERMISSION TO PUT ANY POSTERS UP - you normally do.

One drawing pin will probably not be enough - so take blue-tack, extra pins etc

Make flyers

These definitely help 'reinforce' your poster and are excellent for giving to friends. Simply photocopy a reduction (A5 or A6) of the original poster.

To conclude - make it bold, simple, striking and well placed!

PUBLICITY AND POSTERS

CU HEALTH WARNING – PLEASE READ BEFORE YOU DESIGN ANYTHING

Publicity is a tool to help you invite people. Do not rely on it alone. Research shows that most people come to CU events because someone has asked them and given them an invitation with all the details on. So use publicity as a tool not as the way to get people to come to your events.

HOW TO PRODUCE GOOD PUBLICITY

Key Ingredients (make sure these are clear)

What is it?

Who is it for?

Place

Date / Time

How much will it cost? (if applicable)

Keep It Short and Sweet

POSTERS

You have less than a second to "grab" people's attention

Once 'caught' they will only want to read on for a further few seconds.

Make the **Title** big and attention-grabbing, and the “**where and when**” smaller.

If your speaker is well known that could be a selling point.

Things to think about

Space available..... dictates the size (A4, A3 or other)

What do other posters look like?..... what will make yours stand out?

Colour – but keep it tasteful..... this isn't!!!!!!

Shape - landscape/portrait, diamond... etc

Putting up the poster

Choose the position carefully.

Notice boards are often cluttered..... what about walls, pillars,

So have friends in mind and COMMIT to praying for their hearts to be opened and that they would come to the meeting.

Prayer is so important, because it's GOD who opens the heart, not our strategies or our cleverness. It makes us alert to the opportunities – if you've been praying for a friend to become a Christian, you're far more likely to be looking out for chances to invite them to something, or an opening in the conversation to tell them the gospel yourself.

Prayer also changes US. If we are terrified to invite our friends or tell them the gospel, PRAY! Your courage WILL come from God. If your lifestyle doesn't match up with what you say, PRAY! The Holy Spirit raised Jesus from the dead; He's got the power to CHANGE you if you ask Him.

6. **PLAN! PLAN! PLAN!**

Plan as far ahead as possible, preferably a term in advance.

The less time you spend planning the more chance there is for important details to be overlooked. It also means less time spent in prayer; showing dangerous arrogance in a lack of dependence of God. It means less time for people to respond to publicity. Speakers need plenty of notice to give a talk or presentation. Even Jesus planned strategies for evangelism (Matthew 9: 35-10:20)

7. **Be aware of landmarks**

Be aware of the natural opportunities of the academic cycle. Plan for things like Freshers' Week (is there a freshers' event where you can have a table representing the CU?), Christmas (could you plan a Carol Service), Easter (could you give out chocolate eggs

along with tracts or an invitation to an Easter themed talk?) or Valentines Day (could you give out hearts with tracts or an invitation to a talk about God's love?). You can even make use of exam times – why not put on a talk addressing the Christian approach to stress? At the end of the Academic year you could put on a talk called something like – ‘is there life after Uni?’ with an evangelistic theme giving ultimate hope for an eternal future.

It's important to plan in advance to make sure you're ready when these landmarks appear on the horizon.

8. Be Relevant – know your college

Plan your strategy with reference to the structures and interest groups of your College. Take time to consider the anxieties and convictions of people at your particular college.

Is it a specialist college? What are the particular slants where you study? Is it arty? Sciencey? How can you use this information to present the gospel in a way that shows it is relevant to them?

Think, where would Jesus sit in your college? Where are the hotspots for reaching out to people with questionnaires?

Also, try to find out who the key members of staff are. Try to locate Christian ones, and get them involved. Invite them to the CU, get them to help you with things like room bookings and permission to do stuff. A Christian member of staff will be much more willing to help with these sorts of things.

EVANGELISM ACTION PLANNER	
Event	Date
Venue	No of people
Total time	
Theme	
Aim	
Actions Done	Person responsible
Resources Available	Person responsible
Evaluation	

- Get all the CU to pray and brainstorm together about what you could do. Be realistic!
- Make a decision about what you are going to do.
- Using the Action Planner, do the following.
- Fix a date with enough time to prepare – not too near the end of term, so that everyone has gone away or you don't have a chance to follow – up.
- Book your speaker, room, video, and anything else you need – NOW!
- Put someone who can do it, in charge of posters and invitations. Remember people will generally only come who are invited personally, but posters let people know the CU is alive and kicking so they might come if invited.
- Pray and encourage one another, pray and encourage one another, and pray and encourage one another some more!!!
- Share out all that needs to be done on the day so that everyone will have time to spend with those they bring along.
- After the event, don't forget to thank God for what happened. Think about what you can build on, and which people you need to follow up.

What could be improved on in the future – what have YOU learnt??

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9. **Equip and Mobilize**

Before a mission, it's great to do some training in the CU.

Make sure every Christian student is able to give their own testimony in a way that's clear and concise, and which focuses on God's glory.

Make sure everyone can share a basic outline of the gospel – there are loads of ways of doing this, 2 Ways to Live (check out <http://www.matthiasmedia.com.au/2wtl/>), Four Spiritual Laws (visit <http://www.crusade.org/downloads/article/resources/4SpiritualLaws.pdf>), God-Man-God-What if I do-What if I don't (try <http://www.cmf.org.uk/outreach/content.asp?context=article&id=1313>), etc. Spend time teaching it and practicing it.

Make sure everyone knows how to lead a person to Christ.

Do some training on how to answer difficult questions, so you feel a bit more confident when telling your friends the gospel or inviting them to things. Get your CU to decide which questions they are most afraid of answering (like, 'why does a good God allow suffering?' for example) and contact Festive info@festive.org.uk to get someone to give a talk on how to answer them!

10. **Plan a follow up programme.**

More planning! What do you do with students who have heard the

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gospel and want to find out more? What do you do with students who have accepted Christ as their saviour, but don't know where to start with reading the Bible?

Prepare small groups or individual people equipped to do one-to-ones with students like these. It's important that you are there to help people when they respond to the gospel, to make sure that what you sow puts down roots, especially if someone has been convicted of their sin, but doesn't know how to become a Christian.

CU Evangelism Evaluation

Indicate whether you agree or disagree with the statements about *your* CU by circling **x** or **✓**

- x ✓** We put up posters inviting people to meetings.
- x ✓** We encourage each other to be active in our witness to non-Christians.
- x ✓** We pray for opportunities to meet new people and witness to them.
- x ✓** We pray specifically for our non-Christian friends.
- x ✓** We make the most of freshers' week, Christmas & Easter for evangelism.
- x ✓** We organise at least two evangelistic meetings per term.
- x ✓** We are good at bringing non-Christian friends to evangelistic meetings.
- x ✓** We arrange training in personal evangelism.
- x ✓** We are confident about having something to share with non-Christians.
- x ✓** We are ready to explain the gospel and give our testimony.
- x ✓** We organise regular enquirers groups/meetings.

Things to think about

Having looked at the list above and considered what your CU is doing, now think about what things from the list you do not do, but could be doing, and how, and why as a CU you should be doing more.

