



# LAUNCH GUIDE

everycampus.



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# 1 2 3 4 **EXPLORE**

## overview

No matter how you arrived at this place, we are so excited for what God will do in and through you to make a difference for Jesus Christ on your campus.

Maybe you prayer walked a campus and are ready to take the next step. Or maybe you heard about resources available to start a gospel movement on your campus. Regardless, we know that God “desires all people to be saved and to come to the knowledge of the truth” (1 Timothy 2:3 ESV). And he delights to use us, “working together with him” (2 Corinthians 6:1 ESV) so that students and faculty can hear the Good News and experience all God intends for them.

As you explore how to reach your campus for Christ, there are *3 important first steps*:

- 1 Prayer Walking
- 2 Discerning the Vision
- 3 Network Mapping

# 1 2 3 4 EXPLORE

each of these spiritual exercises will help you take steps of faith to build a gospel movement



If you haven't already, we encourage you to *prayer walk* your campus or the campus you're hoping to reach. To begin, go to [everycampus.com](https://www.everycampus.com), sign up, and take some friends with you. God will use this necessary first step to help you see the campus and those who Jesus died for with spiritual eyes. Ask the Holy Spirit to lead you to those he has prepared. God works in our hearts first so that he can use us in the lives of others.

After prayer walking, set aside time to *discern the vision*. In this exercise that will help you crystalize your own vision statement for the campus, you will reflect on how God is stirring your heart for others, start to put this vision into your own words, and consider who you might share your vision statement with.

The final step in the exploration process is to in *network mapping*. God has used this exercise to help many over the years see who God has placed in their lives and what he can do through those relationships and connections. Who might God be calling you to come alongside in their journey toward him? Where are your friends at in their spiritual journey?

# 1 2 3 4 EXPLORE

## discern the vision

As you connect with people on campus and pray for a Jesus-centered community to be established there, God will give you a picture—or vision—of what He wants to do. He'll help you see the campus through his eyes and give you compassion for the people he is sending you to.

But how do you get a clearer sense of what God is calling you to do? How do you put that into words that you can share with others that can be your partners in ministry?

### Here are your crucial next steps:

Download this [guide](#) and print out copies for any friends that are partnered with you in seeing Jesus made known on this campus

Begin *praying* with them at least weekly, using the [Vision Guide](#)

Use the *journal questions* to put it all together into a clear message

*Share* your vision with other Christians you meet on campus who can partner with you

# 1 2 3 4 EXPLORE

## BEGIN WITH PRAYER.

If you haven't already prayer walked the campus, we recommend you start [here](#).

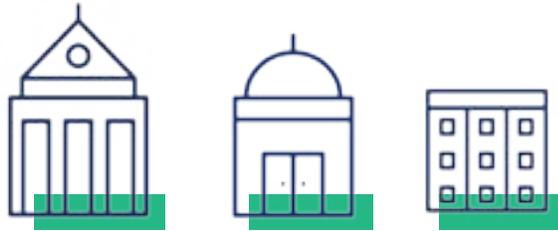
When you pray for this campus, start with these questions:

- Lord, what do you see when you look at this campus? Help me/us to see individuals, groups, and places from your perspective.
- What warms your heart and what breaks your heart, God?
- What do you want to make new or transform in this place?
- What prevents me/us from seeing people the way you do? What must we change or do differently to represent you better on this campus?



Spend some time in silence. Let God speak to you and answer these questions. If you're praying with others, take time to share with each other any impressions, words, or images God may have given you during your time of prayer. It's a good practice to keep a journal of these things.

# 1 2 3 4 EXPLORE



Is there a place on campus that has caught your attention?  
Consider places like:

- A dorm building or floor
- A department lounge, science lab, or art studio
- A student activity center or student union
- A Greek house
- A sports locker room
- A classroom

Or you might consider groups of people like:

- Clubs
- International students
- Lab partners
- Campus sports teams or intramural sports teams
- Ethnic-specific organizations
- Majors (such as engineering students, nursing students, or business students)
- Informal social networks (such as gamers, social activists, artists, smokers, party-ers)

# 1 2 3 4 EXPLORE

## REFLECT.

Is God helping you see that place or people group with spiritual eyes to recognize how his presence can renew them? The next section will help you discern the vision God is giving you!

**What is God showing you?**

In the space below, write down a place or people group that you feel the strongest sense of calling to reach. This might be the place where you have the most relational connections, but not necessarily. Be open to God's leading. He often calls us to a place or people group that seems foreign to us.



# 1 2 3 4 EXPLORE

## REFLECT.

*I think God is giving me vision to reach out to...*

Who do you already know in this people group or place? List their names below:

How do you see the physical, emotional, spiritual or relational needs of these people?

How does this reality affect you personally? What do you wish was different?

What else do you see when you look at these people with spiritual eyes?

What would this place or community of people look like if they started following Jesus?

What do these people think about God, Jesus, the Church or Christians in general?

How have Christians been interacting with or avoiding the people & places you are praying for?

# 1 2 3 4 EXPLORE

## PUT IT IN YOUR OWN WORDS.

*Finish the following sentences in your own words.* If you're doing this with friends/partners, you can brainstorm answers together, or write your answers individually first, and then share them with each other to see what's common or unique about your vision.

I believe God deeply loves every student on this campus and because of that, he's inviting me/us to...

When students start worshiping Jesus and following him as Lord of their life, it will change the way...

This is important to me because...

I think it's going to take these things to become a reality:



# 1 2 3 4 EXPLORE

## try this:

Share your vision statement with at least three trusted friends this week to get their input. Ask *them*:

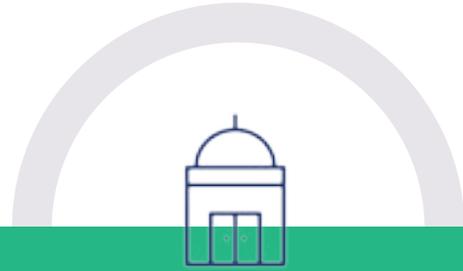
What seemed most compelling or interesting about this vision? What can you relate to? How would you have said it differently?

How would you like to be involved in this?

Who else do you think would join us in this mission?

Take notes on their responses. Ask *them* to pray with you about this idea, and whether they would like to be part of it!

# 1 2 3 4 EXPLORE



## network mapping

See what God is doing around you

Network Maps help identify who we know and how we can interact with them to reach every corner of every campus. This simple activity can quickly reveal your immediate mission field and help you see what God sees in the communities around you.

- Step 1 **Draw a network map**
- Step 2 **Think about thresholds**
- Step 3 **Pray for your friends**

# 1 2 3 4 EXPLORE

## STEP 1 DRAW A NETWORK MAP

Who has God put in your life?

To create your own Network Map, take a piece of paper and a pen (or a few colored pens). Write your name in the middle, and then name the places (outside your Christian group or church) where you interact with people frequently. Then, write down the names of people you know around each place. And draw lines connecting people to the places.



Here is a short video that will show you how to do it:

<https://vimeo.com/224661056> Password:

# 1 2 3 4 EXPLORE

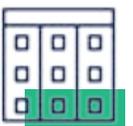
## Questions to consider about your networks:

- Who is already a follower of Jesus and a potential partner in reaching others in a network? Ask them to add names of people they know to your Network Map.
- Who seems open or interested in exploring who Jesus is and what it means to follow him? What would be a natural next step for them?
- Who knows you are a Christian? Who knows why you are a Christian (because you have explained it to them)?
- Who have you invited to something? How can you follow up with them?
- Looking over the whole map, where do you see the most spiritual potential?
- Which people in your network are strong connectors to further networks?

## Deeper questions to ask God when you pray over your networks:

- What do you want me/us to see here?
- Why have you placed these particular people in our lives?
- Is there a place or people group you want to send us to?
- What is your vision for these people? What do you want to see happen among them?
- What have you given us that we should pass on to them?
- What do we need to do to prepare ourselves? Is there an attitude, skill or knowledge we need to be effective in this? Is there something we need to repent of or let go?

*How does this exercise about our network map inform our personal vision about the campus?*



# 1 2 3 4 EXPLORE

## STEP 2 THINK ABOUT THRESHOLDS

People often progress towards God in phases. As we cross each threshold, we become more involved in following Jesus Christ.

These thresholds represent phases that God invited your friends to cross.

Trust	Curiosity	Open	Seeking	Follower
<p>Your friend has little or no trust for Christians.</p> <p><b>Next Step:</b> Invests in your friendship and build trust.</p>	<p>Your friend has some questions about faith but it's not personal for them.</p> <p><b>Next Step:</b> Ask them questions about their view of God and spirituality. Don't get defensive or argumentative.</p>	<p>Your friend may become aware they have emotional or spiritual needs. They may never have considered that God can meet their personal needs.</p> <p><b>Next Step:</b> Ask them how they want to grow personally. Ask how they think God might help their growth. Offer to pray with them.</p>	<p>Your friend is open to exploring Jesus but they don't know how to seek Jesus for answers.</p> <p><b>Next Step:</b> Focus their quest: "If you could ask Jesus one honest question that would help you truth Him, what would you ask?"</p>	<p>Your friend has been exploring Jesus. They might be ready to become followers of Jesus.</p> <p><b>Next Step:</b> Ask them, "Can I share how someone becomes a follower of Jesus?" Share the gospel and invite them to put their truth in Jesus.</p>

Go back over your network map, and try to guess which thresholds your friends are currently in. Write their names under that threshold.

Trust	Curiosity	Open	Seeking	Follower

# 1 2 3 4 EXPLORE

## STEP 3 PRAY FOR YOUR FRIENDS

Spend some time praying that God will help your friends move to the next threshold of faith in Jesus.

*Ask God:* What can I do in the coming week to help my friends move to their next threshold?

Write down 1 or 2 things you will commit to doing.

# 1 2 3 4 **ENGAGE**

## building relationships

If you have made it to this point, you have already explored what it means to trust God to help reach reach your campus for Jesus Christ.

You likely have prayer walked your campus. Maybe you met others with a similar desire to reach the campus for Christ. You listened to the Lord for what He would have you do, you wrote out your vision, and probably shared it with others. If you drew out a network map, you probably began to see some possible steps you could take in your current relationships.

It might be helpful to think about this in two ways.

- 1 Engage with those who are not yet believers
- 2 Engage with those who share your desire to reach the campus

Here are some things you could try. As you start, pick one or two in each.

# 1 2 3 4 ENGAGE

## building relationship with those *not yet* believers

Some of those on your network map are not yet believers. You may feel burdened for particular ones to come to Christ. The first milestone for a nonbeliever in their journey to faith is to trust a believer. That happens though spending time with them. What follows are some ideas that build on each other. This may take weeks or more for this to develop. Don't be in a rush. But first...

*Why not invite them to coffee or get together over a meal?*

In your conversation, consider asking a "Sometime" question, such as, "Sometime, I'd like to hear more about your spiritual journey. Would you be up for that?" Or, "Sometime, can I tell you what Jesus Christ means to me?" Permission to proceed in this direction demonstrates respect and helps build trust. You can read more about "Sometime" [here](#).

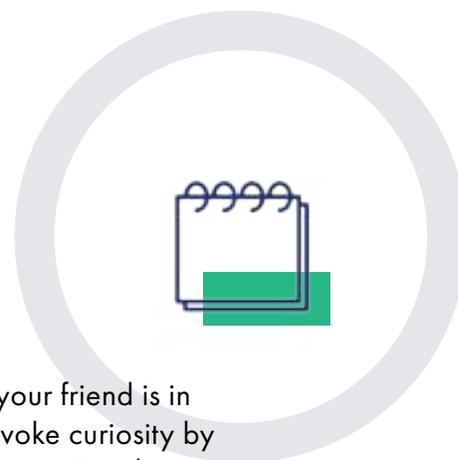
As you continue to build your relationship, it is important to remember that the spiritual journey involves trusting a believer, becoming curious, being open to change, seeking the Lord, and then placing their faith in Christ. Continue to ask the Holy

Spirit to show you where your friend is in their journey. You can provoke curiosity by asking a "Wondering Question" such as, "Do you think it's possible for someone to know if they will go to heaven when they die?" or "What has influenced your outlook on life the most?" A helpful resource called [99 Wondering Questions](#) can give you some questions to ask. You won't find every question comfortable for you, but pick out one or two that you could see yourself asking.

In time you may want to ask a "If they have questions about faith or how faith intersects with their daily life, encourage them to check out [EveryStudent.com](#) where they can explore such questions.

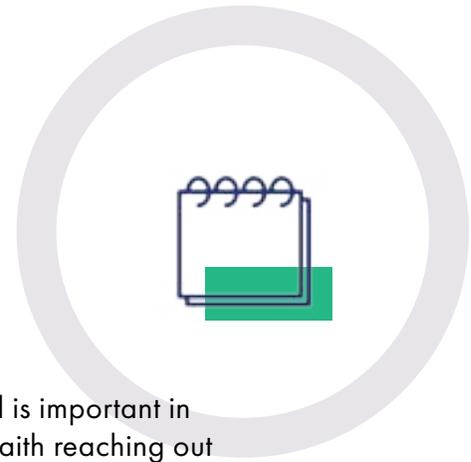
If you sense that they are seeking the Lord, consider downloading "[God Tools](#)" to your phone and read through "[Knowing God Personally](#)" with them.

If they place their faith in Christ, you will want to help establish them in their new found faith. Encourage them to check out [StartingwithGod.com](#). Or, better yet, go through a follow up series such as [this](#) one that is easy to use.



# 1 2 3 4 ENGAGE

## building relationships with those who *share our passion to reach the campus*



If you haven't already done so, share your vision for reaching every student in every community on campus.

Go through the network map with them, asking who their believing and unbelieving friends are that they could take the next appropriate steps. For their non Christian friends, just like we described previously.

Show the **Three Thirds** video with them to begin moving forward together. Ask what ideas come to mind after watching the video.

Just like building a relationship with unbelievers, getting together over a meal,

or doing something social is important in building a community of faith reaching out to others.

Investing time in and equipping your leadership community is essential helping reach your campus. We will look more at this in Establish: Find a rhythm.

God will bless your desires to build a movement on campus. He desires that all come to faith more than you ever will. (2 Peter 3:9) We applaud your desire to trust God to work in and through you to that end. If you would like to connect with someone who can help, you can **Intervarsity** or **Cru**.

# 1 2 3 4 **ESTABLISH**

## finding a rhythm of community activities

As you engage your networks, people have probably asked you, “So what are you doing?” As much as it’s been difficult to hold off on starting a meeting, the work you have done up to this point is worth it. Most people don’t come to “meetings” because of a flyer--they come because of a person. Now, as you discern what your gatherings on campus will look like, you will have partners leading it with you and people to invite to come!

Now think about establishing a rhythm of activities on campus. The three core elements of gospel movements are **worship** (encountering God), **community** (deepening relationships with others), and **mission** (engaging the campus). In scripture, we see Jesus and his disciples live out all three of these elements. Take for example a typical day as shown in Mark 1. In that one day, Jesus and his disciples go to the synagogue where Jesus teaches (worship), hang out with Simon Peter’s mother-in-law at her home (community), and heal and drive out demons among the crowds (mission).

# 1 2 3 4 ESTABLISH



## the three core elements

Worship	Community	Mission
<ul style="list-style-type: none"><li>• Prayer Meeting</li><li>• Musical Worship</li><li>• Bible Study</li><li>• Prayer &amp; Praise Night</li><li>• Prayer Walk on Campus</li></ul>	<ul style="list-style-type: none"><li>• Eating Together</li><li>• Game Night</li><li>• Sports Activity</li><li>• Bowling</li><li>• Capture the Flag</li></ul>	<ul style="list-style-type: none"><li>• Spiritual Surveys</li><li>• Spiritual Conversations</li><li>• Acts of Service (collecting trash, handing out cookies, vacuuming dorm rooms)</li><li>• Prayer Table/Booth on Campus</li><li>• Serving the Homeless</li><li>• Mission Trips</li><li>• Low-Prep Outreach <b>Ideas</b></li></ul>

When our movements embody all three of these components, we embody Jesus on campus. However, without all three, we are lacking. Without mission, we are a “holy huddle” and make no difference on the campus. Without worship, we are a service club that does not represent Christ. Without community, we are lone rangers, showing up and performing our ‘Christian duties’ without really belonging. As you discern what activities God is leading you to on campus, creating a movement necessitates creating spaces for all three of these key components.

# 1 2 3 4 ESTABLISH

## a 4-week rhythm

As you think about creating a rhythm for your campus movement, you are free to (and should) do things that best fit you and your campus. Here is an example of what a 4-week rhythm could look like.

	Community Activity	What to do	Value Embodied
Week 1	Bible Study	<p><b>Goal:</b> See how Jesus movements spread in Scripture and apply the Scriptures by inviting others to “come and see.” Look at John 1:35-51 together.</p> <ul style="list-style-type: none"> <li>• Notice how the disciples invite others to “come and see” Jesus. What are their relationships with each other?</li> <li>• Why do you think that they made these invitations? How was it “easy” for them? How was it “risky”?</li> <li>• Who in your network could you invite to come and see Jesus through this community?</li> <li>• Encourage each person to invite two to three people to play lawn games next week.</li> </ul>	Worship, Community, Mission
Week 2	Lawn Games	<p><b>Goal:</b> Hang out, talk to new people, and personally invite everyone who comes to the Bible study next week.</p> <ul style="list-style-type: none"> <li>• Set up a bunch of games (corn hole, bocce ball, giant jenga, etc.) in a public place near the center of campus – lawn or room – either works! Bring drinks and light snacks.</li> </ul>	Community, Mission
Week 3	Bible Study	<p><b>Goal:</b> See how Jesus meets practical needs in Scripture and apply that to our lives by seeing the practical needs of our campus. Look at John 2:1-12 together.</p> <ul style="list-style-type: none"> <li>• Pay attention to all of the characters in the story. Who are they? What are they doing? How are each of them participating in this miracle of Jesus?</li> <li>• What does it say about Jesus that meeting a very practical need is his first miracle?</li> <li>• Jesus meets this need because Mary notices that they are out of wine. Invite everyone to go out on campus, to pray and to look for practical needs on your campus.</li> <li>• After 10 to 15 minutes, regather to share what you saw on campus and/or heard from God. Pray and discern how God might be inviting your group to try to meet that need.</li> <li>• Plan together how to meet that need next week.</li> </ul>	Worship, Community, Mission
Week 4	Meeting needs like Jesus	<p><b>Goal:</b> Meet a practical need on our campus &amp; share why we are doing it with everyone we meet.</p> <ul style="list-style-type: none"> <li>• As you gather, remember the story from last week and pray that God will lead you as you try to meet practical needs.</li> <li>• Now, as best as you can, go meet that need.</li> <li>• If anyone asks you what you are doing or why, tell them this story and that you are with a group that is trying to be like Jesus at your school.</li> <li>• Make sure you regather as a group afterwards and share about your experiences and how you saw Jesus at work through you.</li> </ul>	Community, Mission

# 1 2 **3** 4 ESTABLISH

## THINK ABOUT IT.

What do you like about the 4-week rhythm above?  
What do you dislike?

Did you notice how each activity connected to the others?  
How could that help grow the movement?

If you tried this rhythm, what impact could it have on your campus?

# 1 2 3 4 ESTABLISH



## your turn:

Use the **worksheet** attached to create your own rhythm (or just use the one above if you want)! We suggest trying a four or six week rhythm to get started, then evaluating at the end to see what went well and what you would change.

### Write Your Vision for the Campus:

*Make a list of as many potential worship, community, and mission activities as you can in 4 minutes. Bonus if the activity embodies more than one of these values.*

*Worship:*

*Community:*

*Mission:*

# 1 2 **3** 4 ESTABLISH

## REFLECT & DISCERN.

What activities have you done so far as you explored and engaged your networks (think about more than just formal meetings)? Add those above if they aren't already there.

Which of those seemed to spark the most interest? Put a star next to those. Why do you think those sparked interest on campus?

Of all the activities above, which are you most excited to try? Which seem to best fit your campus context or your networks?

# 1 2 **3** 4 ESTABLISH

CREATE YOUR OWN RHYTHM.

Community Activity	What to do	Value Embodied
Week 1	Goal:	<input type="radio"/> Worship <input type="radio"/> Community <input type="radio"/> Mission
Week 2	Goal:	<input type="radio"/> Worship <input type="radio"/> Community <input type="radio"/> Mission
Week 3	Goal:	<input type="radio"/> Worship <input type="radio"/> Community <input type="radio"/> Mission
Week 4	Goal:	<input type="radio"/> Worship <input type="radio"/> Community <input type="radio"/> Mission

# 1 2 **3** 4 ESTABLISH

## REFLECT

Use the questions below to reflect and tweak all of your activities.

If you were to make one small tweak to an activity, would it add an additional component? (e.g. If you host a potluck dinner as a community activity, it could also be a mission activity if you asked everyone to bring a new person.)

How could you build each gathering on the prior activity to create additional momentum?

Do these gatherings align with your vision? Why or why not? What adjustments do you need to make in order to align your activities with your vision?

Once you decide on what you're doing, take some additional time to plan the details, especially who is responsible for each piece. Now, *go do it!* After you have run your 4-week rhythm, use this [guide](#) to help you debrief & then plan your next cycle!

# 1 2 3 4 **EMPOWER**

## multiplying leaders for the sake of the campus

You prayed, discerned a vision, connected with others on campus, and began a rhythm of community activities. In the midst of all of this, God has been at work. He has grown your faith as you took risks to engage your campus with the Gospel. But what happens next? How does what you've started continue to grow? How do you reach even more of the campus?

The truth is, you cannot do it alone. In order to see growth and more impact on campus, you need to empower and release others into leadership, multiplying your influence to reach more corners of the campus with the truth of the Gospel.

As you work towards multiplication, here are four key steps to empower others to lead.

- 1 Identify who the potential missional leaders might be.
- 2 Invite them to grow in their leadership .
- 3 Develop potential missional leaders to begin a launch process in their networks.
- 4 Release and send.

### Think About It

How have you grown in your faith as you have worked to start a movement on your campus?

Think about the people in your community and how you have seen them grow in their faith – how have you seen them be transformed over the past several weeks?

# 1 2 3 4 EMPOWER

## IDENTIFY:

God can use *anyone* to lead in His kingdom. Listen to your instincts, but don't exclude someone just because they are quiet or a little reserved.

Draw a network map of everyone who is currently a part of your community. Think about each person and how they exhibit these essential qualities:

- Faithful in their personal relationship with Jesus and their participation in the community
- Available in their time and willing to prioritize this mission on campus
- Teachable in their posture
- Responsive to God's invitation to engage others on campus with the Gospel

Leadership can be taught, but these essential traits cannot. As you consider who has potential in your group, pray and discern who to invite to be an apprentice for leadership.



# 1 2 3 4 EMPOWER

## INVITE:

Invite each person you have identified to grow in their faith and be developed starting their own community.

Meet with each person one-on-one. Ask them how God has been growing their faith, *share* what you see in them, *invite* them to grow deeper in their relationship with Jesus by meeting with you for training and development, and make sure to clearly communicate what time commitment you're asking of them. Give them time to pray before you respond. When they say yes, set up a time to meet.

## DEVELOP:

The best way to apprentice someone is to take them through the same journey that you have been on.

Go back to the beginning of this process and lead them through:

- exploring the campus (pray, discern vision, network map)
- engaging others to deepen relationship
- establishing community rhythms in their own networks
- empowering others to multiply

# 1 2 3 4 EMPOWER

## RELEASE & SEND:

How do you know if your potential leader is “ready”?

The short answer is that you probably won’t know. Being ready to lead is like being ready to go to college. You can do some things to prepare, but it is a leap of faith. *Think through your responses to these questions:*

- Has this person been faithful and responsive to the learning process?
- Has this person continued to grow in relationship with Jesus, upholding a lifestyle that reflects Jesus’ character?
- Has this person owned the vision for campus in a deeper way than before?
- Will this person make investing in the community a priority?
- Will this person say yes to stepping into God’s mission on campus, trusting that God will continue to lead through both success and hardship?

**If yes (to all/most of the above), then it’s time.**

Sit with each potential leader to make an invitation into leading in this movement.

- Affirm what you have seen in this person especially related to the questions above.
- Invite the potential leader to step into leadership.
- Pray over this person and commission them to lead in the way God has called.

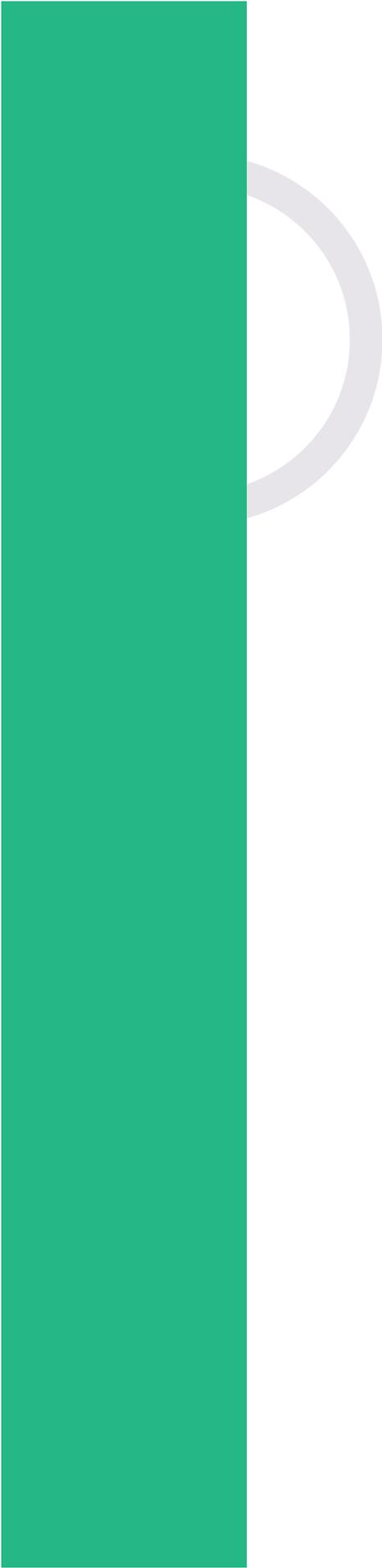
Keep meeting with this new leader - to encourage, support, learn together, and help navigate difficult situations, etc. The **hardest part** for you might be releasing people into God’s mission. It means that you need to step aside and let go. The way they lead will likely look different from your leadership. They will make mistakes and face their own failures. But, just as God has led you, He will lead them in their leadership on campus. And you can rejoice in the spiritual fruit that comes through their partnership with Jesus, just as it came through yours.

# 1 2 3 4 EMPOWER



## resources:

- 1 How to **recognize** a potential leader
- 2 How to **develop** a potential leader – apprentice curriculum?
- 3 Article on **releasing control** as a leader – the challenge of letting go in empowerment



# LINKS

[everycampus.com](http://everycampus.com)

[Vision Guide](#)

[Prayer](#)

[Network Mapping Video](#)

[Sometime](#)

[99 Wondering Questions](#)

[EveryStudent.com](http://EveryStudent.com)

[God Tools](#)

[Knowing God Personally](#)

[StartingwithGod.com](http://StartingwithGod.com)

[Thrive Studies](#)

[Three Thirds](#)

[InterVarsity contact](#)

[Cru contact](#)

[Low-Prep Outreach Ideas](#)

[Rhythm worksheet](#)

[Debrief worksheet](#)

[Potential leader example](#)

[Hardest Part](#)

[Recognize a potential leader](#)

[Develop a potential leader](#)

[Releasing control as a leader](#)

# CREATE YOUR OWN RHYTHM WORKSHEET

Community Activity	What to do	Value Embodied
Week 1	Goal:	<input type="radio"/> Worship <input type="radio"/> Community <input type="radio"/> Mission
Week 2	Goal:	<input type="radio"/> Worship <input type="radio"/> Community <input type="radio"/> Mission
Week 3	Goal:	<input type="radio"/> Worship <input type="radio"/> Community <input type="radio"/> Mission
Week 4	Goal:	<input type="radio"/> Worship <input type="radio"/> Community <input type="radio"/> Mission

# RHYTHM DEBRIEF WORKSHEET

Use the questions below to reflect & tweak all of your activities.

If you were to make one small tweak to an activity, would it add an additional component?  
(e.g. you are hosting a potluck dinner as a community activity - if you asked everyone to bring a new person, it also becomes a mission activity)

How could you build each gathering on the prior activity to create additional momentum?

Do these gatherings create a picture of your vision? Why or why not? What adjustments would you need to make in order to align your gatherings with your vision?

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