

COMPASSION FOR THE CROWDS

How to Start Off Well by Engaging Lots of Students

“When Jesus saw the crowds, he had compassion for them, because they were harassed and helpless, like sheep without a shepherd.” – Matthew 9:36

We strongly suggest taking (only!) 15 minutes to listen to this visionary and practical talk:
www.tinyurl.com/BrianMcCollister

How to use this well: Each bullet point on the following pages represent tasks to be done. As your team of students and volunteers is going through this guide, make sure that each task has a name by it. There are a lot of jobs to be done, but don't be overwhelmed, most tasks take no more than 10-15 minutes of time and help yield HUGE results.

Phase 1) Preparing to Table Well

Vision: *Tabling well during the first week of school will set up your movement for an entire semester of growth. Our vision for tabling well is based on the Parable of the Sower in Mark 4 and Luke 8--there is good soil on your campus, and we want to find it! Tabling with the goal of making contact with as many students as possible is a way to surface both those students who are spiritually hungry and ready to hear the Gospel and those who are looking to grow and make an impact for Christ during their college years!*

What You'll Need To Do:

- Set up time for student leaders to connect with one another before school so that we can focus on initiating with new people when school starts
- Reserve a room for your “Command Center” on the day(s) you'll table. The Command Center will be where all the magic (data entry) will occur. It should be a room on campus with Internet access where several students or volunteers can do data-entry as contacts are coming in.
- Reserve a table(s) during the first few days of class.
Request tables that are in strategic locations and high-traffic areas for each campus--dorm entrances, the student center, the quad, cafeterias, text book pick-up lines, etc.
- Reserve a room for the follow up party the night of your tabling. This is the event you are inviting all the people to who fill out surveys on your day of tabling.
- Create a flyer that lists the events & small groups for the first few weeks.
- Find 10-20 volunteers/students to be with you on campus the day you table to pray, man the tables and do data entry. Volunteers come from local churches, alumni, ministry partners, bigger campus movements throughout the city. When recruiting, here's a way to cast vision to those you are recruiting:

“Even investing one hour on this first day of class will pay off all year as we seek to put the gospel within arms reach of every student at _____.”

What You'll Need To Get:

- A schedule and sign up sheet to organize your volunteers and student leaders.
- Copies of survey (see below).
- Copies of flyer with events & small groups.
- Accordion file for collecting completed surveys.
- clipboards (mini if possible)--up to 20.
- 50 pens.
- Giveaways - students' incentive to fill out a survey (see more below!)
- Signage & something to attach sign to table.
 - Whenever possible, TRY TO AVOID HANDMADE SIGNS. We want our presence to be professional.

What You'll Need to Know:

Training -

- Remember: tabling is only as effective as you are.
- Our goal: to make contact with as large and as diverse of a cross-section of the student body as possible.
- Staff: Model the right approach toward engaging students as they pass by.
- Be engaging, proactive and welcoming at your table.
- Focus on students passing by, rather than the friends you're working with.
- Leave the table - i.e., don't just stand behind your table to do surveys - go all over campus with your surveys--cafeterias, student lounges and other high-traffic areas on campus!
- Don't give a long spiel when introducing your survey, just say, "Hey, wanna enter to win a \$25 Walmart gift card?" (*only use this line if you are in fact giving away a Walmart gift card.)
- For students who seem hesitant to take survey once they see that it's spiritual, say: "We're not gonna send you info unless you ask for it."
- Don't let *everyone* volunteering at your table wear the same thing (like a Cru t-shirt) - it can seem exclusive.

Giveaway Principles -

- The "giveaway" is what will motivate people to fill out your survey.
- Community College: Raffle for a \$25 gas card or gift card to Walmart
- 4-Year University: Raffle for something Larger, like an iPod or a bike.
- If you have the option, giving away free stuff (like water bottles, highlighters, Bibles, etc) to freshmen is a great idea!
- Ask local business to give coupons, gift cards, or items for giveaways.
- The focus is not primarily on the giveaway item, but on what will maximize contacts.

Your Questionnaire/Survey

Click the links below to download a great tabling survey:

Word Document (PC): www.tinyurl.com/EasySurveyDoc

Pages Version (Mac): www.tinyurl.com/EasySurveyPages

PDF Version: www.tinyurl.com/EasySurveyPdf

Survey Database - This Google Form corresponds to the above survey (When used it will download a local copy that you can edit to whatever Gmail account you are logged into).

<http://tinyurl.com/43xblg6>

2) Go Time: At the Table & First Contact

Vision: *Ok, you've got what you need, now let's get to it! What follows is a guide for what to do on the day of tabling--everything from how to table well, how to enter contacts into an easily manageable database, how to initiate with your contacts, and how to have a great first follow-up party. In those first weeks and days students on your campus, more than ever are looking for a place to belong. Anything we can do to communicate to students, "This is a place for you," will be a blessing to them, and will only help build your movement for the year to come.*

What You'll Need to Do:

10:00 AM:

- Prayer: Leaders and volunteers meet for prayer. Together, set a faith goal for how many students you'd like to make contact with today. Today may be the day someone on your campus takes their first step toward Christ!

10:30 AM - 2:00 PM:

- Student Leaders and Volunteers disperse to multiple high-traffic areas on campus. 1-3 students or volunteers stay at "command center" to enter data.
- At each station, have 2-3 students/volunteers doing surveys (use mini clip-boards if you can't do a table at a particular "hot-spot" *and* do surveys at your table).
- When a surveyor has a good conversation with a student, draw a star at bottom of survey. On the back, indicate what was significant (interested in small group, from Kansas City, wearing bandana), as well as the surveyor's name so that they can be the one to follow up. Be sure to include this in the notes in the database (see below).
- Surveyors quick-sort surveys into categories (Bridges, Impact, most interested, etc.
- Have 1-2 (staff, if possible) as "runners" who are visiting different survey locations to gather surveys, bring water/snacks to each location, get a feel for where there is the most/least traffic, and to challenge and cast vision at each station:
 - "What you guys are doing for the next hour is so important as we look to put the gospel within arms reach of every student on campus."
 - Stay 5-10 minutes at each station to ask a few people to fill out a survey, setting the example
- Data Entry
 - The runners bring surveys to the "command center,"
 - To the Rock Stars who are entering data during this important day: What you are doing is critical!

- When staff or student leaders are spending an hour on campus they will be able to pull up all the international students who filled out a survey, or the top 20 most interested students, and call to invite them to hang out in the student center. What you're doing is going to set us up for the whole year!"
- Because this data-base will be such a powerful tool for the rest of the year, double-check every line entered into the database. One wrong letter or number might mean that this person doesn't get followed up.
- Tips for setting up your Database:
 - Make sure your Database has a column for every question in the survey. Please see www.tinyurl.com/SurveyDatabase.
 - Surveys with *no contact info whatsoever* can be thrown away.
 - Surveys who are not interested in getting any information do not need to be entered into the database, but should still be entered into the drawing for the giveaway.
 - After all surveys have been entered into database, a short email should be sent out (to all "maybe" and "yes" contact) announcing the follow-up party tonight (add a link to your campus' CRU facebook page or crulife.com and everystudent.com.) Don't put a lot of information in this initial email.
 - You can also use a Google form to match your survey and send the link to each person entering data. That way as data is getting entered, it is going straight to a spreadsheet in a uniform way. As they are filling out the Google form, when they finish a survey and hit "submit" a window will pop up asking to "return to survey" and that will send them to a fresh form.
 - Another suggestion for correcting data-entry errors later: Have data entry people keep surveys in order as they enter them, number the bottom right corner of each survey with a number to match the line on the google spreadsheet form. This helps when you get emails bounced back to you or phone numbers don't work; you can easily re-find the hard copy and double check the email address/phone number.

5:00-7:00pm: Dinner Line Surveys (if you have enough student leaders to have this second shift).

Follow same steps as above.

7:00 PM (or two hours before follow up event): Calling/Texting Party (for student leaders and volunteers).

- Gather at 1-3 locations depending on the size of your campus. (Different parties for Freshman, Bridges, Impact, AIA, etc.)
- Have snacks and drinks.
- Open with a word of prayer.
- Hand out phone call scripts (www.tinyurl.com/CallingScript). Role play a phone conversation.
- Divide surveys into categories: M/F, Yes/Maybe/No, those with/without phone numbers. If possible, just print out the "priority contacts" from the online database and hand those out to people. Give each volunteer/student no more than 20 contacts each, and have them start making calls.
- Optional: You can also try to find each person on Facebook and friend them. Include a message saying something like, "I'm from Cru at (your campus), thanks for filling out a survey and hopefully I'll see you at some Cru events this year!"

9:00 PM (or best time on your campus): Follow-Up Party

- 8:30 Student leaders arrive to make sure room is set up, music is ready, etc.
- 8:45 Pray.
- 8:50 Start music and student leaders ready to greet people.
- 9:00 Pizza out and ready to serve.
- 9:00 Casual emcee to welcome people (give one sentence summary of who Cru is), invite people to grab pizza and mingle.
 - Example: “Cru is a place where we hope that no matter where you are in your spiritual journey, you can take your next step with God here.”
- 9:10-15 Emcee welcomes again and introduces game.
- 9:20-25 Emcee introduces student testimony.
- 9:25-30 Student testimony.
- 9:40-45 Student leader tells people about events and invites them to next meeting (either same time/place-if you are having first 4-6 weeks in this location) or to first weekly meeting. Make sure people know of the Facebook fanpage or website.

3) First Follow-Up to Involvement & Fall Getaway

Vision: *Now is not the time to let up... we want new people to experience Jesus and go from saying “you” to “us” by Fall Getaway. Enjoy the gospel yourself, encourage one another, and keep going!*

What You’ll Need to Know:

- Evangelism will be the primary emphasis in the first six weeks of school.
- Have a “You Build your Small Group” mentality in the first four weeks.
- The first two weeks on campus is not the time to spend many hours in “catch up” conversations with old friends--evangelism and follow up is our priority.
- You should make at least seven contact attempts per positive survey, one every few days for first few weeks.
- We share the KGP with every new person we meet, even if that person comes from a solid Christian background, using it as vision casting/training to new people who are believers.

What You’ll Need to Do:

- Follow-Up
 - In one-on-one meetings with leaders:
 - Bring contact cards.
 - Make follow-up phone calls together.
 - Send follow-up texts together.
 - Train students to do follow-up appointments, going with them to model both the lost student/seeker scenario and the Christian/youth group kid scenario.
 - Leaders, model follow-up appointments.
- Relationship Building
 - Plan a fun activity every night of the first week and/or every Saturday for the first six weeks

- Make online info about events on campus easily accessible (weekly email AND physical flyer at weekly meeting, small groups, table)
- Consider getting a campus twitter account to tweet out events
- Small Group Preparation
 - Have giant small groups the first week of school in major areas of campus (i.e. each dorm). At the first weekly meeting, divide up by campus area for mingle time to prepare for this.
- Weekly Meetings leading up to Fall Getaway
 - Create and announce a standing on-campus large-group “dinner date” in the cafeteria before each weekly meeting, then go to weekly meeting together.
 - Meetings should last no longer than an hour and fifteen minutes.
 - Plan social event after each meeting for first six weeks (alternate on-campus/off-campus options).
 - In your first four weekly meetings have the speaker include the following concepts in his Bible talks:
 - Assurance of salvation.
 - Confession and forgiveness.
 - Walking in the power of the Spirit.
 - How to be filled with the Holy Spirit.
 - Elements for the first four weeks:
 - 1. Student Involvement testimony; Staff speak.
 - 2. Fall Getaway Video; Gospel Testimony, Staff speak.
 - 3. Fall Getaway Testimony, Staff speak.
 - 4-6. Staff Speak.
- Servant Team Times
 - Dedicate servant team meeting time to praying for people, scheduling follow-up appointments for first six weeks.
 - Go over these evangelism passages in your first season of Servant Team meetings:
 - www.tinyurl.com/evpassages
- Fall Getaway Preparation
 - Get returning students & leaders to sign up and commit to going to Fall Getaway before the school year begins, at leadership overnight, and in the first two weeks.
 - Challenge every student leader to drive to Fall Getaway and not ride with friends.
 - Make a plan for how you will raise money to scholarship freshmen to Fall Getaway.
 - Ask churches to consider scholarshiping 5-10 students.
 - Find out whether your school has travel funds, and apply for them if they do!

Note: If you're looking at a paper copy of this doc, you might be interested in downloading or printing it. You can do so here: www.tinyurl.com/CompassionfortheCrowds