



Our mission is to raise up servant leaders for God's kingdom by reaching and discipling college athletes



August 16,
2022

"Williams
Word"
Newsletter

Volume 9
Issue 1

Why College Students

This month marks 15 years on Cru staff for Matt, and 19 years for Jenny. Time has flown by and we are still having fun doing it! Some people have asked if we will ever transition to something else. The answer is we will continue serving right where God has us until He leads elsewhere. We recently came across an article from *Campus Ministry Today* that reminds us why reaching college students is strategic. Here is the summary:

Crossroads: College students are at a major crossroads in life and making big decisions. If we catch them at the crossroads, we can direct them down the narrow path that leads to eternal life.

Open: Every college student is going through transition which forces them to wrestle with their beliefs and worldview. Even those without much faith background are open to exploring in college.

Leaders: Almost every person who impacts culture and society comes through a college campus. Bill Bright, the founder of Cru, was correct when he said, "Win the campus today, win the world tomorrow."

Learners: The minds of students are moldable and teachable. They can be taught HOW to think critically for themselves. We want students to become lifelong learners.

Energetic: Students don't have much money but they do have energy! Some of the best leaders in a local church are young adults with a servant's heart. We want to send out servant leaders.

Global: Many students long for adventure and making an impact. They don't have a family or mortgage, so it's easier to give a summer or a year overseas. We want to raise up Great Commission workers.

Essential: The college campus is a battlefield for the hearts and minds of students. If we don't tell the next generation about salvation in Jesus Christ, who will?

God's heart breaks for lost students on the college campus today. They are like sheep without a shepherd who are doomed to wander aimlessly. They don't know how to be saved unless someone tells them!

We are seeking to guide them and bring them to the Savior who can meet all their needs. **Pray for us to be faithful and effective in the work of reaching and discipling student-athletes on campus.** Also, pray for more full-time laborers on our team so we can multiply our ministry on campus.

Thank you for partnering with us in this missionary work. We couldn't do it without you! :)

matt.williams@athletesinaction.org	(317) 500 - 2627	3909 N Delaware St.	give.cru.org/
jenny.williams@athletesinaction.org	(630) 501 - 5248	Indianapolis, IN 46205	0593312