

# SOUTHERN WISCONSIN

## SOCIAL MEDIA, JESUS & GENERATION Z.

*Generation Z is ONLINE. They make plans and choose interests based off of what they see in their news feeds. We realize that in order to reach students, we need to show up on their phones. It's helpful to view social media as a seed planted. Jesus Himself planted seeds through parables and stories. If people are going to be scrolling, then let's put something encouraging that points them to faith and Christian community in their news feeds. Through comments and messages there are countless ways to connect with, encourage and minister to students. Social media can greatly contribute to the building of trust in relationships. To see what we are up to online, follow @badger\_cru on Instagram and like Cru at UW-Madison on Facebook.*



**"I CAME TO CRU BECAUSE I SAW YOU GUYS ON INSTAGRAM!"**  
- Krista, UW Freshman

We spent **9 days straight gathering 2,000 spiritual interest surveys** and handing out free Cru swag! We sorted the surveys to find the students who wanted to know more. Student leaders and staff have been hard at work following those surveys up with spiritual conversations in hopes of sharing the gospel. We love having so many opportunities to see God intersect lives and change future trajectories!



We had a social before our our 1st weekly meeting where students ate through **100 pizzas** and a social afterwards where we scooped up **27 gallons** of ice cream! We saw **472 students attend** the meeting and **60 students indicated trusting Christ**.

Enter for a chance to win \$100 on Amazon or an ENO Hammock!!!

Name: \_\_\_\_\_ M / F

Year: Fr So Jr Sr Grad

Res Hall: \_\_\_\_\_ Room #: \_\_\_\_\_

Off Campus Location: \_\_\_\_\_

Phone #: \_\_\_\_\_ Thursdays 8pm  
Email: \_\_\_\_\_ UpperHouse

I am an international student

Sponsored by Badger Cru, a Registered Student Organization.

1. How important is it to you to explore spiritual matters in college?  
1 2 3 4 5 (Very Important)

2. I'd be interested in hearing more about a relationship with God.  
Yes No Maybe

3. I would like more information about Cru events or a Connect Group Bible study in my residence hall or apartment.



**Amanda** September 17 at 8:38 PM · Add Topics

Hi guys! I just wanted to share about a conversation me, **Katie** and **Sarah** had today with a girl named **Katie**! She reached out after hearing about Cru through a roommate. She was interested in meeting other Christians on campus and getting involved in a Christian community (plus going to Fally G!) She told us she had grown up Catholic and attended church with her family but never really pursued a relationship with God on her own or in college. We all talked together about what it means to have a personal relationship with God and that we are saved by Christ, and we walked through the KGP together, and she prayed to receive Christ! It is so encouraging to see God working in this campus and bringing more and more people to know and pursue a relationship with Him. Keep reaching out 😊

KGP = 4 point gospel outline