



MUSINGS IN MINISTRY

Campus Crusade for Christ

Building Spiritual Movements Everywhere

August 25, 2011

God knew what He was doing when He placed three seniors and one volunteer on the team I led in Fort Collins, Colorado this summer. **Faith** (Washington State University), **Kelsy** (University of Arkansas), **Mike** (University of Michigan) and **Brian** (Volunteer and recent MBA recipient from Harvard University). Who could have been better to delve more deeply into this question: **How do we send 100% of CCC graduates well?** I like to think of it this way--Campus Crusade has done a tremendous job over the years of winning people to Christ and building them in their faith; we are able to measure our fruitfulness in these areas with increasing capacity. When it comes to knowing how well we're doing equipping and sending graduates into the Harvest fields, we understand that there is room for growth.

We want to be a community of people that celebrates the movement of God in the life of every student—

wherever God takes them after graduation.

Can you picture a world where businesspeople, nurses, entrepreneurs, teachers, Starbucks baristas, engineers, homemakers, pastors, firefighters, journalists, vocational missionaries, movie produces, computer technicians and beyond are **so** committed to Christ and the building of His Kingdom that they take the Gospel to the very places where they spend their time and invest their talents? Imagine the way culture would be re-created into something that glorifies God. Imagine the way the lives of people would be eternally changed as they came know this wonderful Jesus whom we love and serve!

We're recognizing that what we communicate to people about calling matters. As my good friend Holly puts it, "None of us [believers] are off the hook." Jesus called every one of us to go and make disciples of all nations. And, that, in a nutshell is what we were trying to better understand in a short five weeks as we surveyed and interviewed current students, CCC staff members, graduates and pastors (we felt their insight was so needed!) and looked at current data we gather. We had the opportunity to present our findings to some of the most influential men and women within the whole of CCC here in the U.S. We felt humbled and excited as God brought enthusiasm around the topic and our findings.

To me, one of the biggest areas of celebration was the way Faith, Kelsy, Mike and Brian were personally impacted by the topic as each considers before the Lord: What is it that You are asking of me in my life? How might I build Your Kingdom? Please join me in prayer for them as they pursue the Lord in their next steps!

NEWS!

- You may have heard that Campus Crusade for Christ is changing our name here in the US beginning in early 2012. **Please take a few minutes to read all about it on the back of this letter!** And, please contact me with any comments or questions! I'd love to dialogue with you about it! Email or call me at: Jessica.Bott@uscm.org or 781.570.9110.
- Our US Staff Conference was absolutely challenging and incredible! I've shared more about it on my ministry blog! Please visit: <http://jbottccc.blogspot.com> to read more and link to some of the incredible messages we heard.
- I'm in the process of moving after our landlord decided to move back in to his house. Please pray for details to come together soon! The process has been fairly bumpy, but I trust God to provide what I need by August 31st. Thank you!

So thankful that we're in this together,

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is becoming



In the very middle of the past century, Bill Bright was a businessman and seminary student. While studying late one night for a Greek exam, the Lord gave Bill an idea, a vision, a dream of changing the world for Christ by reaching university students. The next day he shared all this with his professor. Soon after, that professor came to Bill with a name for this new venture: Campus Crusade for Christ. Bill went to his wife, Vonette, and told her they had a name, even then adding, “But someday we’ll need to change it.” Bill knew that, as the organization grew and became international, the word “Crusade” would be a stumbling block to many.

And Campus Crusade for Christ has grown. God has used our combination of bold proclamation and strategic focus to impact the world. But in the last few years we’ve noticed that the name “Campus Crusade for Christ” has begun to close initial doors to conversation. In fact, I was flying to Colorado this summer and a woman seated next to me on the plane began chatting with me about life. After some initial dialogue, she asked me what I did for a living. I responded in a fairly typical capacity: “I work with an organization called Campus Crusade for Christ...” She nodded and I went on to explain a little more about CCC and my role, but I’d already lost her. Shortly after I shared and asked her what she did, she turned her attention to her magazine and didn’t talk with me the rest of the flight.

Some might say, “Well, you know where she stands when it comes to talking about Jesus or spiritual things since she responded that way...” But the reality is, I don’t know that. In times when I haven’t mentioned the name and focus solely on what I do and what the organization is about, this same scenario unfolds very differently. Sadly, this is the norm in my experience on staff. And, you might remember that when I was on campus at the University of Colorado, we called our ministry “Fuel” for very similar reasons. She, like many others I’ve encountered over the years are stumbling over something they shouldn’t have to stumble over on their way to hear about Jesus.

Our decision to change the name of our organization isn’t something that was entered into lightly or even recently. Back in the 70’s and early 80’s, Bill Bright himself took steps to make a change. Many Campus Crusade ministries around the world have never used the Campus Crusade name, choosing instead to brand themselves “New Life” or “Here’s Life” or something else more locally relevant and effective. Right here in the US, many of the ministries of Campus Crusade are known by something else—Here’s Life Inner-city, Josh McDowell Ministries, The Jesus Film, Athletes in Action, Family Life, Priority Associates, and The Military Ministry to name just a few. On our US University campuses, around 50% of our local ministries have used Cru for years. In all these cases, their public brand was chosen to open doors and invite rather than to keep doors shut and exclude the very audience we are called to reach. I am really excited and encouraged about the future and how God will employ this change to enable us to more effectively reach people with the Gospel!

I’d love to talk more with you if you have questions about our name change! Feel free to call or email me. There are also helpful resources on my ministry blog at: <http://jbottccc.blogspot.com> to provide more information including a video from our US Vice President, Steve Sellers.