

June 30, 2017

Dear Friends,

Do you remember starting high school or college? Your first day? Those first few awkward moments? All the questions: Will anyone like me? Will I pass? Will I make friends? Will I make a difference? Will I lose my faith? What emotions did you feel? Can you remember the fear, the anxiety, the nervous excitement?

That first day is coming right up for tens of thousands of students about to start college in Boston.

That means that there is about to be this incredible opportunity to reach out to students as they start their college careers and point them toward **Jesus**.



When I look back at my first week of freshman year, I'm so thankful for my friend Ben from Babson who reached out to me and got me connected with Cru. There, I met a group of friends: Matthew from Northeastern, Nancy from Simmons, Damian from Harvard, Greg from MIT, and many others. These students pointed me toward Jesus, and I am forever grateful.

Now, as a new year starts, it's our turn again. We want to be ready from the start. That's why we need your help today. We need to raise some additional money to:

- lead our team of over 50 staff and interns
- coach over 800 involved students
- plan student leadership retreats
- reach out to thousands of freshmen at activity fairs
- meet students in dorms and coffee shops
- put on citywide Cru meetings in the center of downtown Boston
- host beach days for new students
- share the gospel with thousands this fall
- and welcome baby girl #3 into our family

We want to raise some money right now so that when baby girl #3 comes and when campus starts we are ready and can **give all of our attention to campus**.

Why am I sending you this letter now?

Well... We have a baby coming July 4. We want to be ready when she comes. There's costs there to be sure – immediate hospital, ongoing health insurance, etc. But after maternity/paternity leave of a couple weeks for me and a few more for Malisa, it's a sprint to campus starting. We want your help to sure up our funding now, so that when August 10 comes, and we haven't been sleeping because of an infant, we can still fully engage without worrying about finances.

Perhaps the most exciting thing you and I can do together is stay involved in advancing God's Kingdom. That's why I want to ask you to give today. Ultimately, it's not about me or Malisa. It's about you. You get to be a hero to a new generation of students as you enable them to hear about Jesus. Isn't that awesome?

Would you help us?

Would you consider a special gift of \$3,000, \$2,000, or \$1,000?

This money goes right to the starting line. It helps us put on all sorts of kickoff events, and it helps us be there and ready for the freshmen as they arrive on campus.

For many students who get involved, it takes 6 or 7 touchpoints before they get "involved" in our Cru movement. Want to join us for some of them?

If you're in the Boston area in August and September, we'd love to have you join us. Just check the box on the response card. Regardless of where you are, we'd love to have you praying for us.

School is about to start. **Would you help us start well this year?** With our new baby coming as you read this, and with staff and students returning in August, we want to be ready to start well. **Would you consider a special gift today to help us start well?**

Loving our adventurous Lord,



p.s. I love that you and I get to help students start well on spiritual journeys toward Jesus. Thanks for considering a special gift by August 1 to provide for Baby Girl #3 Ellis and keep Malisa and me engaged in advancing God's kingdom with you.

Dear Brian and Malisa,

Yes, we want to help students start well on a spiritual Journey toward Jesus. And we want to help you start this new chapter with a bigger family well too. That's why we're sending this gift to help get the year started for you and your team in the amount of:

\$3,000 \$2,000 \$1,000 \$_____

(I've made my check payable to "Cru." Or given online at <http://brianandmalisa.com/give-online-now/>)

Name: _____

Email: _____

Yes, I'd like to help with fall kickoff events in Boston