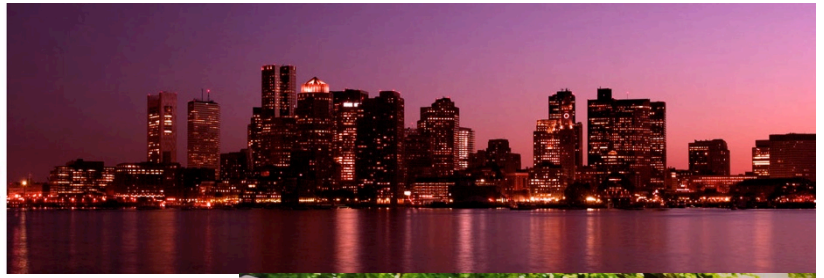


October 1, 2018

Brian & Malisa Ellis - Serving with Cru in Boston

Change Boston



#GoodStartBoston

I used to think, "College students in Boston think and act like me." But my freshman year was 21 years ago, and so it's increasingly clear that there's a new generation of students on campus.

Paul says "I have become all things to all people, that by all means I might save some. I do it all for the sake of the gospel, that I may share with them in its blessings." (1 Cor 9:22-23). I think the 2018 version of that for me is that I need to stop being #socialmediastupid and become a digital native to save some.

This fall, we created a digital campaign: #GoodStartBoston. In addition to tagging posts online with #GoodStartBoston, we gave out Iced Coffee & Lemonade in front of freshmen dorms.

What we said to students: "Here at Cru, we're all about giving students in Boston a Good Start to their year. That includes recommendations of restaurants near campus. It includes giving out free iced coffee and lemonade on campus on hot afternoons. And it also includes the **ultimate good start - connecting with a group of followers of Jesus who can help new students on their spiritual journeys.**

"In addition to giving you a good start to your school year, we'd like to help give a good start to someone else. So if you fill out our quiz, at the end you'll get a choice of charities to give a dollar to." The response (even from non-Christians) has been rewarding. "I'm so glad you guys are giving to charity instead of giving me some junk that I would throw away anyway. That's so great."

You can see what we've been working on by following me or Malisa on Instagram @BrianEllis or @MalisaEllis. You can search for #GoodStartBoston and you can go to www.cruboston.com/goodstart to see our "Buzzfeed Quiz." (though the dollar for charity is only for current students).

Anyway... that's what I've been doing to try to go where the students are, learn a new culture, and try to find ways to give students the Ultimate Good Start (a relationship with Jesus Christ). **What about you? What have you done to learn a new culture?** Got any tips for me to be more effective in the social media space?

Loving our adventurous Lord,

Brian & Malisa

Prayer Requests

- For Joel, Andrew, Andrew, Pieter, Brian, and all the freshmen guys that we have been connecting with the last few weeks - that they would stick with us
- Next week, passing out cider donuts to start up some more #GoodStartBoston conversations. We'll also be inviting students to pile into a bus on Columbus day to go apple picking, eat chili, and make pies.



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