

ALOHA KE AKUA

"GOD IS LOVE" -- Day of Facebook
December 2011

For years, a highlight of Cru Winter Conferences around the US has been the "Day of Faith". In the past, this was our big day where everyone would split into their campus groups and head into the streets of San Diego to talk with people about Jesus. This year, here in our region, we took a huge risk and tried out something new: using FACEBOOK for the Day of faith. See, today, so much communication is done online, and because of the vast spread of the net, we have easy, immediate access to unthinkable numbers of people worldwide. So we decided to take advantage of this trend.

On Day 3 of Winter Conference this year, students listened as Shaun and Beth (an intern at Davis) explained the huge opportunity we have to share Christ with TONS of people because of the internet. They then trained everyone on how to initiate spiritual conversations over Facebook using some prompt questions whether it be through messaging or chatting. And for the next 3 hours, conference attendees used their laptops, iPads and smart phones to initiate spiritual conversations with their friends who still don't know Jesus.

I have to confess that I was skeptical when I first heard about this change, and honestly, a little bummed out... But the results were tremendous. In just those three hours, students initiated with more than 8,000 people, at least 1,100 of whom immediately responded and got into spiritual talks with them. Out of those, in just the three hours, 50 people got to hear the gospel, and 2 of them entered into a relationship with Jesus!

The best part is that, because these conversations happened on Facebook, they are continuing and follow-up talks are happening! It was a tangible way to take the day of Faith and apply it back to our mission fields back at home, whether it be California, Arizona, or Hawai'i. Pray for the students as they continue pursuing, and pray for the hearts of those who are being exposed to Christ through the internet!



Clockwise from top right: Shaun and Beth do Day of Faith orientation, "you gotta start with prayer!", a room full of students and staff using Facebook to share Jesus, a student desperately praying as he initiates a conversation

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Bringing God's heart of 'ohana to the Campus, the Islands, and the Nations by building spiritual movements everywhere so that everyone knows someone who truly follows Jesus

Jamie Daisy Lam
4456 Alakoa Street
Honolulu, HI 96821
Jamie.Lam@uscm.org