



July 28, 2011

Thank you for your significant role in my life and ministry with Campus Crusade for Christ. I've just returned from our national staff conference. 5000 staff gathered from all over the U.S. in Fort Collins, CO for ten days.

God moved in our midst - calling us:

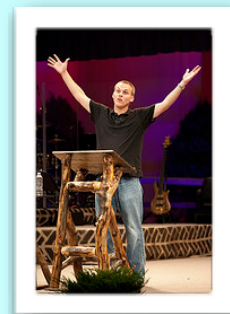
- to continue to live surrendered before Him
- to confess sin
- to believe Him for greater works (John 14:12)

David Platt took us to the throne of God in Isaiah 6.

We have an incomprehensibly great God  
We are sinfully depraved people  
We have a scandalously merciful savior  
So we have an indescribably urgent mission

David challenged us with these words:

"This gospel requires more than casual acceptance or intellectual adherence or church attendance. This gospel demands total abandonment.... How can I make this gospel known to the ends of the earth? Because there are thousands and thousands of people who have never even heard it.... There are scores of students on campuses who are running after everything except for the merciful love of God and they need to hear it. And this is what God has commissioned you to do. Lay it all down, do not hold anything back from this God. He is trustworthy. Trust Him with everything.... With urgency... run after the nations with urgency."



Our first evening meeting together Steve Sellers shared our new name with us. Many staff, ministry partners, and friends have been anticipating this new name, knowing that the name Campus Crusade for Christ was often a hindrance to the very mission we are seeking to accomplish. I'm including an information page that explains more about our new name. If you want to hear Steve first hand you can go to this website: <http://video.foxnews.com/v/1072879438001/>

It is such a privilege being part of an organization that keeps us first and foremost focused on Jesus, always being sure that we are walking closely with Him. Also keeping our purpose clear: helping to fulfill the Great Commission. Your partnership enables me to live it.

Thank you!!

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# Still Changing Lives With a Great New Name

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CAMPUS CRUSADE FOR CHRIST  
*Building Spiritual Movements Everywhere*

*is becoming*



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That's right! In the U.S., Campus Crusade for Christ is becoming Cru. We know you care about this ministry and we want you to be among the first know. We're announcing it now. We'll adopt the new name early in 2012.

This change is being made in order to be more effective in sharing the gospel and to see even more people come to faith in Christ. It's been a two-year process, but ultimately we have come to this decision through much prayer and with a deep sense of dependence on God.

## Words Matter

Although our name for the last 60 years is well respected in Christian ministry and missions, the word "Crusade" now carries serious negative associations. Also, the word "Campus" actually hinders people who are not students from engaging in our broad range of ministries. Research has shown that 20% of the people in the U.S. willing to have a conversation about Jesus are less interested when they hear the name Campus Crusade for Christ. Words may take on new meaning over time, but our calling never changes. We are committed to give every person around the world an opportunity to hear the gospel and a chance to say YES to Jesus. That's what makes a name change necessary.

## Field Tested

Cru has been used for over 15 years by a number of our local college ministries. It has a track record of success in evangelism and discipleship. To those who are familiar with us, it connects with our past and yet is forward looking. For those that we will connect with in the future, the name will be filled with all of the experiences and meaning of who we are and what we have to offer.

## Changing Our Name Will Help...

- Increase evangelism as more people are willing to engage with us in discussions about Christ.
- Involve more people who want to make a difference in their world for Christ.
- Improve synergy between all our ministries. They will benefit from a more cohesive connection while still maintaining their individual ministry's identity.

In the months ahead, there will be a period of transition where you will see both names used. For more information, please visit [www.ccci.org/cru](http://www.ccci.org/cru) to see a brief video, graphics and answers to the most frequently asked questions.

You can be sure that our calling and mission have not changed. Our heart remains the same—to help fulfill the Great Commission by winning people to Christ, building them in their faith to see their lives transformed, and sending them out to reach others for Christ. Thank you again for your partnership in this ministry. Please pray with us that many more people will come to Christ as we take this step of faith together.