



Dear Friend,

We often summarize our ministry objectives with the three words Win, Build, and Send. Three simple words that are found at the heart of all we do. We are always doing all three, though certain times and events may dictate an emphasis on one more than the others.

As we seek to win by giving every student on a campus multiple avenues to investigate God and a relationship with Christ, we are also mindful that those students who respond in faith to Christ will often be some of the best candidates to be sent out to win others. By equipping believers, we are building fruitful witnesses. As we teach them to soak up God's Word, communicate their testimonies, develop leadership abilities, etc., they can take the Gospel to dark pockets in our city and distant places around the globe.

Win, build, send is the simple strategy that unlocks spiritual multiplication. It takes many forms, and we modify it continually for changing times, but in its basic form it is people who know the Lord passing on what they know to others, so they can do the same. (See II Timothy 2:2)

During this last year on campus, we have tried to present Jesus and the reasonableness of faith to the students in a variety of ways. In previous letters this year I've mentioned some of these ways. Here's a few more ways room didn't allow me to highlight previously.



In October, we mobilized students on our three main campuses (UW-Madison, UW-Platteville, and UW-Whitewater) to promote a presentation in a large auditorium entitled "Jesus without Religion." The provocative title, which understandably even a number of Christians felt was offensive, was meant to appeal to those who are skeptical of religious institutional spin and conveyed how author Rick James sought to showcase Jesus by simply walking through some scripture. Leading up to the event, we posted a visible graffiti structure where people could write uncensored comments about religion, Jesus, and faith. And they did, as you can imagine. Our hope was to get people talking about Jesus, and then give them an opportunity to see Jesus with fresh eyes. I think for many, that is what happened as illustrated by one student who commented after the event, "I was impressed that I am leaving this talk with a question about my atheism. I'd love to read the book."

While we may not really know what is happening in the hearts of individuals, we saw 1,300 students at three different campuses come to the event and hear a clear gospel presentation. Forty-eight of those students indicated that they made a decision to put their faith in Jesus through the event. Many requested Rick James's book.

Before the Jesus without Religion outreach, we joined Badger Catholic and UW Atheists, Humanists, and Agnostics to host a debate between atheist Dan Barker and Christian Dinesh D'Souza on the topic "Would the world be better off without religion?" As you might imagine, D'Souza, author of *What's So Great About Christianity*, spent much of his time showing the 1,400 people in attendance how believers have blessed the world through compassion, innovation, and loving works spurred on because of their faith, as well as giving rationality for theistic belief.



Rick James speaking at Jesus without Religion

For the week leading up to Easter our ministry invited other Christian churches and groups to again make Jesus a topic on campus. We passed out 3,000 plastic Eggs on campus with candy and a creative retelling of the Easter presentation entitled the *Rise of a Hero*. On another day we gave out 500 Josh McDowell books entitled *More Than a Carpenter* which gives concise, yet compelling evidences for the reliability of the

Bible, the historicity of Jesus' resurrection, and more. One hundred students gathered for a spaghetti dinner at a campus church with interested friends to dialogue about faith. On Good Friday we helped pull off two screenings of the feature film *The Passion of Christ* coupled with people explaining to the audience the meaning of the cross. That week we also concluded a three-part series at our weekly meeting talking about Messianic prophecy, Christ's deity, and the apologetics for the resurrection.

You may have noticed that a number of these cited initiatives engaged those with intellectual obstacles to faith. We also do things that pursue different segments on campus.

For instance in February, by sponsoring our third annual *Executive and Entrepreneurial Leadership Forum*, we pursued the top leaders on campus. We invited fraternity and sorority leaders, student government officials, academic



and social organization heads, etc. to a dinner catered by three successful

Christian business professionals who shared about ethics, business principles, and their faith stories. Local business professionals also joined us to facilitate discussion at the tables of student leaders.

Each year this event gets rave reviews. What a strategic way to influence the mindset of scores of these movers and shakers on campus and challenging them to consider the gospel. We desire that not only would these students respond to Christ, but that the businesses, families, and cities they will be a part of in the future will be helped by God's transformation power as well.

Thank you for helping us work hard on campus to expose as many as we can to the life and hope of Christ. We wouldn't be able to do it without you.

And now that the campus school year has wound down, pray for us as we spend six weeks in North Myrtle Beach, SC. I'm directing a large summer project with 97 students plus 34 full-time staff, interns, and student staff. It is an amazing project which allows us to intensively win, build, and send.

Scott & Bonnie Roe

This letter was written and read by one of our younger students to the outgoing seniors leaders. I asked her if I could include it here to give you a better sense of the culture God has allowed us to have in our movements and illustrates the natural way our students pass along what they know from "generation to generation."

To the Senior class:

I started writing this letter two weeks before you even graduate. Honestly though, I think I have been writing this letter in my mind all year. It's because I love you.

Never has a group of people affected my life so positively before. I know that sounds like a big statement. That's because it is. And it's true. I thought I would list some of the ways you have impacted me just to prove it.

I have taken so many of my cues on how to live a Spirit-filled life from observing and watching you guys. If nothing else I am living-proof of the fact that freshman do look up to upperclassmen and desire to be just like them. I feel like a little sister wanting to mimic the actions and attitudes of her older siblings because she trusts and respects them.

But you guys are never "too good" to hang out with underclassmen or give them the time of day. I never felt condescended upon or like a nuisance. You all are always willing to talk through my thoughts, prayers and actions with me. You display incredible patience and kindness towards me and everyone else in the movement.

You guys are real. Part of the reason I always knew I could share my guts without fear of condemnation is because you guys had done it before me. Many times. Your openness with your struggles, fears and joys has shown me that it's okay to not have everything together as a Christian—Jesus did that for me! You rely on Jesus in your realness. That's what makes it the most encouraging.

You love the Gospel and when you don't, you desire to. Your passion for reaching the world for Jesus inspires me to no end. My heart is so far removed from the timid freshman girl who could barely tell her roommate that she loved Jesus. I remember listening, wide-eyed to Chase Prochnow talk about living and dying in Turkey for Jesus and thinking "This guy is ridiculous." He still is ridiculous. But I understand his vision better now.

Now that you guys are leaving it's hard to say good bye. Selfishly I want you to stay forever. I want to goof off at the library and order pizza, I want to sit in coffee shops for hours and talk about God, watch movies, go on walks, visit the dorms, go to the Waffle House and much more. But we let you go. More than that, we want to affirm and encourage you into this new phase of life. We are behind you 100% and love you more than you know.

I am grateful that you all have been faithful to the Lord Jesus and desire His will above all else. So therefore who am I to hold you back or not rejoice in the good things he has prepared for you? Though I will miss seeing you at Fall Getaway next year, or giving you hugs at Primetime, I am excited for you and love you.

-Gabby



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