

August 2026 Southern Wisconsin Cru Ministry Update

Dear Friends and Partners,

Across our campuses in Madison and Whitewater, a familiar and beautiful scene is unfolding. Families are lined up in front of dorms, and wide-eyed freshmen are stepping into a defining new chapter of their lives. For these students and their parents, this transition is often marked by a mixture of excitement and profound questions: “Will I find the right friends?” “Will I succeed here?” And perhaps most importantly, “Who will I become?” Parents wonder if the faith they’ve nurtured at home will withstand the pressures of campus culture, or if their children will find a community that truly cares for them.

While some freshmen arrive actively seeking a spiritual home, many others are simply looking for a place to belong. We have been praying and preparing for months to meet them in this vulnerable window of time, believing that God wants to use these first few weeks to point many hearts toward Christ. Our staff team, including four new interns and scores of student leaders, are pouring their energy into a calendar full of house parties, volleyball tournaments, worship nights, and bonfires. We started surveying thousands of students including a simple but life-changing question: “Would you like to hear how to have a personal relationship with God?” Every Instagram post, sidewalk chalk drawing, and flyer is fueled by a compelling motive: to engage students in loving conversations where we can share the hope and peace found only in Jesus Christ.

Our staff and students are out in the fields right now, sowing seeds with joy and expectation. We are trusting God for a harvest that will transform lives for eternity.

Thank you for standing with us through your prayers and generosity—you are an essential part of every conversation and every life reached.



Southern Wisconsin Cru Team

Prayer requests:

- Pray for new and old leaders to serve well as they lead the ministry team, activities, and Bible studies.
- Pray thousands of students fill out our spiritual interest survey and respond to invitations to meet and talk.
- Pray the Gospel is communicated clearly, and people are convicted and drawn to Christ.
- Pray our weekly large group meetings and Bible studies are filled with people ready to pursue Jesus.
- Pray we fill our Fall Getaway with receptive Southern Wisconsin students Oct. 16-18.
- Pray for Christian professors to boldly and wisely steward their positions this fall.

Celebrating Thailand Summer Mission!

Each summer we sponsor incredible summer missions to develop our students and reach people for Christ. One of our main destinations is Thailand where we are sending people for the summer, as well as graduates who go to be missionaries for the school year.

The last few weeks of this year's Thailand Summer Mission produced amazing fruit. Sharing the gospel in a new culture where Christian understanding is limited and traditional religious views are deeply rooted can often feel like a slow, labor-intensive process. Our team didn't expect lots of fast results, but we were very encouraged to have a few of the new-believing Thai students actively participate with us this summer. Knowing that these now-motivated students met last year's team, but didn't respond to the gospel until later in the fall, gave our team perspective. We're hopeful that many of the friends our team made this summer will eventually respond to Christ.

We were delighted and amazed to see 15 students indicate decisions for Christ before the team departed! Pictured are a handful of them with some of the key students who shared with them this summer.



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