

Sept 2025 Southern Wisconsin Cru Ministry Update

Dear Friends of Cru,

In the last several weeks, we've kicked off ministries on five southern Wisconsin campuses.



Every fall, thousands of new freshmen enter the iconic University of Wisconsin football stadium, Camp Randall, for their first pep rally, **The W Project**. To take advantage of the hype, we handed out 6,500 Badger Cru rally towels, affectionately dubbed "Randall Rags."

Each had a QR Code leading to a digital spiritual interest questionnaire. Could these towels, waved wildly as students stood on the field to create a giant red W, be used to lead students to Christ?

Yes! In fact, 2,383 students completed the questionnaire. To the question, "Would you be interested in hearing about how you can know God personally?" 1,188 students (49.8%) answered "Yes", and 707 (29.7%) answered "Possibly."



The following day, Jordan and Alexander, two Cru staff members, contacted one of these freshmen who had ranked his interest in knowing God personally a 6 out of 10. He readily admitted he didn't know God but wanted to. Right in the student union, he made a decision to trust Christ!



Days later, we exchanged Rally Towels for Pom Poms to welcome students at **RU Purple** at Perkins Field at the University of Wisconsin-Whitewater, netting 792 survey responses.

The following night, a record crowd of 394 people came out to Whitewater's *Cru Live weekly meeting*. This surpassed last year's high of 275 on that campus. After an evangelistic message, 191 new students filled out a response form, and 71 students marked that they trusted Jesus for the first time!



Pray for a large portion of these students to remain plugged in to good community and to join our small group Bible studies. We rejoice at the many conversations we're having, and the number of students continuing to turn to Christ and begin walking with him.

Your prayers and support are helping make Heaven crowded.

Alvando Bell I. *Scott Roe*

Team Leaders, Southern Wisconsin Cru