EVERY CORNER OF EVERY CAMPUS MPD PRINT CASE:  
COACHING & SCRIPT

**Top-level Coaching:**

* **This is a relational conversation** and the brochure and script are tools to help guide   
  that conversation.
* **Use stories to share what God is doing** in your own life and in the lives of others through InterVarsity’s ministry.
* **Listen well to the ministry partner** so that you can minister to him or her directly.
* Let your passion shine through!
* **Give the ministry partner an experience filled with hope** about what God is doing on campus and in the world, now and in the future, locally and across the country.
* **Prepare for your conversation by considering who your partner is** in terms of gender, age, ethnicity, background, occupation. Choose to emphasize the values that will resonate with them in your stories. Plan how indirectly or directly you will ask, based on their preferences (being partner-centered).
* **Estimate that the presentation will take you at least 15-30 minutes, including time to interact with your partner about their life story and questions about partnership.**

**Script – Coaching for each section is included in italic**

Section 1: Every Corner of Every Campus

**[Coaching]** *Open the conversation and make the ministry partner comfortable in the conversation. Make this your own and practice until so that you can relax and enjoy the conversation.*

**[Sample Dialogue]** So, to start I want to thank you for taking the time to get together. It will be great to get to know you better and to share a bit more about what God is doing through InterVarsity, as well as my place in it. InterVarsity’s ministry is about bringing God’s Word to college campuses all over the US. Our vision is to reach every campus by the year 2030, by planting witnessing communities of students and faculty who love God, love God’s Word, love God’s people and His purposes in the world.

Section 2: Vision for College students (top)

**[Coaching]** *As you highlight the potential of 20 million students, share the strategic nature of college students. What are the opportunities to influence students? Who will they become? Talk about how college is a place to influence the world’s future leaders.*

College students hold our future. American universities host an amazing diversity of students, both   
in terms of geography, ethnicity, interests, talent, even age when it comes to graduate school and community colleges. From traditional 4-year private universities to 2-year community colleges to HBCUs (Historically Black Colleges and Universities) to HSIs (Hispanic Serving Institutions) to Division 1 athletics to artist, the university is home to our future leaders of society. For undergrads, students are often away from family for the first time and trying to decide not just what they will study but whom they will become and what they believe. Graduate students and faculty are influencing what we believe as they research and teach these leaders.

Section 3: Need on Campus

*Here you want to outline “Why InterVarsity? What are the needs on campus?” This is an opportunity to educate your partner about the challenges facing college students today and why they need Jesus. Our solution is only as powerful as the problem itself. We offer several statistics and details about the iGens below, but you can fill in your own perceptions as you’d like. If you are GFM staff, you’ll change the description to fit Millennials. A great way to do this is through the lens of a student story as well, either the one you just shared or another student. Be careful not to paint the university as an evil institution in opposition to God*—*that type of approach doesn’t fit well with most Millennials and Gen Xers. Asking a question about the challenges your partner faced in young adulthood can help them empathize   
with students.*

What were the challenges you faced as a college student? (Listen) I can relate to those myself. Here’s what we are seeing on campus today with the iGen generation: Students are hungry for God: studies show that 80% of students are interested in spirituality as they long to explore their beliefs. Yet students today are less religious than ever before; the number of students with no religious affiliation has tripled from 10% to 30% in the past 30 years and those attending any religious services have dropped.[[1]](#footnote-1) About 3 out of 5 kids who grow up in a Christian home will walk away from the faith by the time they are 30 years old, mostly because they leave their faith community and stop seeing it as important to   
their lives.[[2]](#footnote-2)

We are also seeing students facing immense challenges today. Depression and suicide rates have skyrocketed since 2011, in part because today’s students are more socialized to interact with their friends via social media than in person.[[3]](#footnote-3) They face more academic[[4]](#footnote-4) and financial pressures with rising costs of tuition and a more competitive job market. For example, let me tell you about (student story). These students need a Christian home on campus to embrace and follow the Living God, who can carry them through their challenges and give them purpose, love and meaning.

Story of Transformation

*Before you dive into explaining InterVarsity’s program, share your own personal story of transformation (or if you don’t have a story that fits, share a solid student story). Perhaps you have a powerful story of a community welcoming you, a dramatic transformation, or how you were far off from our Father. Share openly and clearly, with a good story, one with a beginning, a middle, and an end, with some sort of struggle, tension, or conflict in it. If you’ve been ministering on campus for a while, you could use a story from a few years ago, sharing the first part here. Practice telling this story well, with energy and passion. It’s your own story—the ministry partner will love to hear it. This should be practiced, AND it should feel natural, not canned.*

**[Sample Dialogue]** To start, I’d like to share a little bit of how God used InterVarsity to change my life. When I came to campus as a freshman, I considered myself a Christian. I grew up immersed in youth group and Christian culture—I knew all the right ideas and beliefs you were supposed have, and I was a “good” kid. But when I looked at my parents’ life and the life of my peers, Christianity didn’t seem like it had transformed their lives, or mine—or even had the power to. Religion, to me, was just another part of living a good life. For the first two years of college, I lived the typical college experience, sampling everything it had to offer, both in terms of partying and achievement. Still, in my heart I longed to know that my life had meaning or significance in some way. Partying wasn’t providing it. But the Christianity I grew up on hadn’t either.

But during my junior year, a friend invited me to an InterVarsity Bible study. In that Bible study, I met people I never thought existed before: Christians who were passionate about knowing the Bible, whose priorities were totally oriented around God’s kingdom, and whose hearts I could honestly say were transformed. At the end of that Bible study, I heard the great news of Jesus. It felt like a lightning bolt hit me, it was so clearly directed to me. I prayed in a new way, to ask Jesus to transform my life. That was two years ago, and I’m grateful to say: He did. God used InterVarsity to radically change my heart and my life.

I’m curious what you and your faith were like as a 19-year-old (or however old you or the protagonist in your story was). What was your college experience like? Where were you then, and what was your spiritual life like then?

(*Feel free to linger in this part of the conversation for a while. It’s really important to listen well, and to honor the ministry partner and their story. This story likely gives some clues about what matters to them and why they’re interested in what God is doing through InterVarsity. Affirm their responses.)*

Section 4: Program

**[Coaching]** *Here, you articulate the five key aspects of how God uses InterVarsity’s programs to transform students into world changers, using the student story to illustrate them. This helps the ministry partner understand what we actually do and what the fruit of that is. We hope they are engaged and responsive, eager for what God does through InterVarsity in students and faculty on campus. You can touch on one aspect of our program with a story, ideally the one that will resonate most with the partner. With the others, give a one sentence overview. Bible study (talk about missional small groups), Evangelism (talk about the ways we share the Gospel), Discipleship (talk about how we disciple students into leaders), multiethnicity (talk about diverse communities and how we seek to reach every corner of the campus) and missions (talk about how we develop and send world-changers). For an alum, you can add: “What programs were most important to you during your time with InterVarsity?” Note how your description of the programs can help partners see how God meets the needs   
named earlier.*

**[Sample Dialogue]** These students’ stories are a microcosm of what God does through InterVarsity on campus for students who desperately need a Savior. I love inviting students—from every walk of life, every spiritual background—to connect with Jesus in a safe and caring Christian community where they can develop authentic relationships. In small group Bible studies, we train them to study God’s Word with depth and skill, and to grow in a lifestyle of prayer. We train students to reach out to their friends with the truth of Jesus in relevant ways. We disciple them into powerful leaders who share God’s love with their friends. We help them learn about their own ethnic identity and what it means to value a multiethnic community as a preview of heaven. And we mentor them to grow as Christ-centered leaders for a lifetime and help them see their whole life in light of serving God’s mission.

Section 5: Impact

**[Sample Dialogue]** InterVarsity has a long history of impact on seeing God transform campuses. We’ve been working with students and faculty for over 75 years, and we have over 1,000,000 alumni. Just as we seek to reach every corner of campus, our alumni are living and leading in Christ in every corner of the world- in law, medicine, education, business, sports, government, the arts, church or ministry work, and every field in between.

One alumni story that I love is… *ideally, choose a story that will resonate with your ministry partner in terms of interest and values.*

But like I said, there are over one million InterVarsity doing all kinds of important work in every sector of society. And most of us are not famous! Do you know of any InterVarsity alumni who inspire you to live a faithful life? *If they aren’t familiar with InterVarsity alumni, you can ask…* What areas would you like to see more InterVarsity alumni making an impact? How could alumni like this impact your vocation for   
the Kingdom?

Section 6: Ministry Assignment

**[Coaching]** *Here, you quickly give the ministry partner a sense of the scale of what we do, where InterVarsity has been and where we are headed with the 2030 calling, as well as what you do in your local ministry.*

**[Sample Dialogue]** We care about students on our campus and on every campus in the United States. There are 2,500 college and universities today, where 22,000,000 students are getting degrees, plus another 2,000,000 faculty and administrators—a population greater than every U.S state besides California and Texas. Right now, God is using InterVarsity at about 700 of those 2,500 campuses. But   
we want to continue to run with Jesus to go to new places, for the sake of those people on campus. InterVarsity has sensed a call to plant witnessing communities on all 2,500 campuses by the year 2030. Every one of those students are going to graduate and have some kind of impact on the world, whether it’s big or small, positive or negative. What could be the impact if all 22,000,000 people on campus had the chance to meet Jesus and commit their lives to serving God’s kingdom, bringing His Word all over the world? I think it could be extraordinary. This is our mission field. And this is the hope that drives our ministry.

*Personalize this section to talk about your campus and perhaps surrounding campuses to show where InterVarsity has chapters and where you are hoping to plant new ministries. You can share a little bit about the population of this campus/ area in terms of who they are, where they come from, what their needs are.*

I serve at ABC University, where InterVarsity has had an undergrad chapter and an Asian-American chapter for the past 15 years. ABC University is a top-tier engineering school which attracts students from all over the country. Faculty are constantly publishing award-winning research which influences the latest thinking in engineering. Graduates are innovating designs and concepts which can either earn them hundreds of thousands of dollars or change a third world country for good. We love helping them find Jesus and consider how to use their talents for the Kingdom of God.

Section 7: Ministry Strategy

**[Coaching]** *This is where you share your ministry plans, tying back into the five items in program. Add your budget here as well.*

**[Sample Dialogue]** God is calling us to reach every corner of every campus. We want students and faculty to have the opportunity to meet Jesus and experience the hope that He offers, right in   
their context. What does that mean for my campus?  
  
Here is the 2018-2019 plan we have for (campus name):

As I mentioned before, a key part of InterVarsity’s ministry is outreach. This year, we pray that God will bring [x#] students to follow Jesus for the first time. We already have about [x#] not-yet Christians involved with our chapter regularly and we are praying that they will all make decisions to follow Christ. We also sense God’s call to plant a new ministry to [name of area] on campus, a place that has lacked Christian presence.

We are also trying to disciple students into strong Christ-centered leaders. We are currently reaching about [x#] students through [x#] missional small groups and we’d like to grow that number to [x#] by developing a few key students to lead others in studying the Word and expanding our outreach in the dorms. The Urbana missions convention is a key place to teach students about their place in missions so we hope to bring [x#] students this December. We’re also excited about our freshmen discipleship program which will enable our new students to become world changers who will lead our fellowship in the years to come.

Section 8: Partnership

**[Coaching]** *Here, you present ways that the ministry partner can join what God is doing. Give ample time to invite them to pray with some real prayer requests for the ministry and for you personally.*

* Pray**: [Sample Dialogue]** I want to invite you to join us in reaching every corner of every campus. There are a variety of ways to get involved in this ministry. The first is by prayer. Prayer is the foundation of our ministry. Every part of what we do on campus is fueled by the prayers of God’s people. I know that you are a praying person—would you pray regularly if I keep you updated through monthly emails? (If applicable—Would you consider joining our InterVarsity prayer group that intercedes monthly for the ministry?) I’d also love us to pray together before we take off today *(wait for a response).*
* Give: *Note that we are not showing them any type of detailed budget here. Instead, we are providing a gift plan with the total budget number needed, so they can see how their gift fits into the whole. Adjust your language for direct or indirect partners.* [Sample dialogue] Another way to join our work is through giving. Like other missionaries, we rely on the support of partners who love God’s kingdom and want to fuel it with their financial resources. Investing in students and faculty is a tangible way to bring students to Jesus and to empower the next generation of leaders, shaped by the Word, for the church and for the world. To carry out the plans I shared earlier and to reach the corners of my campus(es), in the coming year we need $XX (total budget number) in commitments for monthly and yearly giving. That will allow me to give more of my time to focus on welcoming and ministering to students. And so far, God has provided $XX of that goal. Would you please consider joining what God is doing at (campus name) by giving ($100 a month) to this ministry? *Alternately, you can point to levels on the Gift Plan and invite,* “Would you consider joining us with a Leadership Gift?” *As usual, pause here and let them think and respond. If they need time to make a decision, make a plan for when you will contact them to hear what they think.*

*For a more indirect partner, you may say*, “InterVarsity has asked me/ my team to raise $XX (budget number) to cover ministry expenses for this year. I don’t know who He will call to give at each of these levels (point to levels), but I trust that He will provide.”

*Make sure to pause here and let them respond!*

*Once they respond, make sure to thank them for their response (even if it’s a “not right now” or “I need to think about it.” If they are ready to say yes to giving, thank them, ask them when they want to start, how they’d like to give (by check or electronically), and show them how.*

*Keep following up until this loop is closed!*

* Serve: *Note*—*you can and should invite partners strategically. Some partners would be amazing volunteers, but others wouldn’t. Invite volunteers as it makes sense.***[Sample dialogue]**We believe God is calling us to raise up more volunteers to reach more students. We won’t reach every campus without volunteers! Based on your story and your interests, I think you have a lot to offer students! We are looking for partners to invest in a variety of ways, such as discipling students weekly or teaching our monthly seniors program to help them transition into the real world (or, I’m looking for a few key individuals to join me in outreach events on the campus where I’m planting). I’m also looking for mentors to pair with students, based on occupation and student major. We always need folks to bake desserts and serve students during New Student Outreach in August. Do any of those options appeal to you?
* Advocate: I want to serve on campus fully, but I don’t know enough people to share the ministry with. What’s been encouraging is that a number of people have introduced me to their friends. I was wondering if you would help in the same way. If you were going into full-time Christian ministry, who would you talk to? (Pause) If you are open to this, we could do some brainstorming together. (*See* [*“Inviting Advocates” article*](https://mpd.intervarsity.org/inviting-advocates) *on MPD website for more details.)*

Section 9: InterVarsity staff profile

*Point out the back section with your InterVarsity title and contact info, as a way to show you are a professional employee of a national organization. You don’t need to comment much on this page, but it’s helpful to end on a professional note and show them how to get in touch with you.*

Close

**[Coaching]** *Here, it’s a great idea to finish with a short student story*—*either the final chapter of one   
you told earlier or a new story that highlights one of InterVarsity’s key program elements such as Bible study, evangelism, discipleship, missions or multiethnicity. Ask the ministry partner how you can pray   
for them and then pray together for the student, any immediate campus needs, and each other.*

**[Sample Dialogue]** As I look to the future of this ministry and what God has planned for it, I’m filled with hope. I shared about Cambria earlier. Through InterVarsity, God has opened Cambria’s eyes to the students around her who need Jesus. Her passion for outreach now is infectious. She’s starting spiritual conversations on the quad, and in the cafeteria, and growing into a leader in her chapter and on campus. She’s started leading a Bible study where she’s helping Julia, who is a new Christian, to know more about God’s Word and what it means to follow Jesus. Julia’s already planning how she can reach out to other commuter students like her.

There are millions of students like Cambria on campuses throughout the country, and thousands of them at my campus. They want the meaning and love that Jesus offers them. They need the transformation the Word brings on campus. And they are the future of the church and the world. As   
we close, I’d like to pray briefly, both for Cambria and Julia and for each other. Is there something   
you’d like me to pray for right now?

1. https://blogs.scientificamerican.com/observations/college-freshmen-are-less-religious-than-ever/ [↑](#footnote-ref-1)
2. https://www.onenewsnow.com/church/2017/08/13/ministries-tackle-70-rate-of-college-students-leaving-faith [↑](#footnote-ref-2)
3. <https://www.theatlantic.com/magazine/archive/2017/09/has-the-smartphone-destroyed-a-generation/534198/> [↑](#footnote-ref-3)
4. https://www.usnews.com/news/politics/articles/2016-08-24/bigger-numbers-of-high-school-grads-taking-act-college-test [↑](#footnote-ref-4)