

The Power of An Ask: Recruiting for Fall Getaway

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“I’m not going...”

I remember sitting down with one of our student leaders in St. Louis. He told me about what God had been teaching him recently and how he was becoming more burdened for the spiritual state of the campus. He also told me that he thought our Campus Crusade for Christ group needed to be challenged more. I asked him if he was planning on going to the upcoming conference. He told me that he had other plans. He had not made the connection between his desires for the campus and his personal decision to come to the conference. I asked him to reconsider. Right then, he decided that he *would* go. While we were at the conference I counted six students that were there, in part, because this student decided to go. It occurred to me that it was easy for me to have assumed that he was going to go. After all, he knew about it and was the type of person who would go. At that moment, I became convinced that it is absolutely necessary to ask students one-on-one to come with us to conferences.

Students come to the Missouri Fall Getaway for many different reasons, and there are many methods that can be used to help students make the decision to come. We need to use a combination of effective strategies. However, no strategy is important as the one-on-one ask. *People ultimately come because someone asks them.*

When we really want someone to do something we personally ask them. If we want someone to cover a shift for us at work, we ask one-on-one. If we want a friend to go with us to the movie we have been waiting to see, we ask one-on-one. When I proposed to my wife, Aubrey, I asked one-on-one. Why is this the case? *Asking one-on-one is personal, intentional, sincere, and relational; and, therefore, it is effective.*

Why We Ask

Fall Getaway is a great resource for reaching students and building movements. It is easier to get students to come to than other conferences. Because it takes only a weekend of students’ schedules, it is inexpensive, and it does not require much travel time. Although short, God uses it to impact students lives. There are many reasons why Fall Getaway is worth asking students to join us:

- ? *Students hear more clearly from the Lord* when they get away from the noise of life. They come to a place where they are expected to seek the Lord corporately and individually. Many students will have their first quiet time.
- ? *People accept Christ* and make life changing decisions to serve the Lord.
- ? Fall Getaway is a *fun time of fellowship*. Students have a chance to bond with people they like. Friendships will be formed that will be important throughout college and beyond. The main reason some people will come is to get involved with a good community on their campus.
- ? *Momentum is created* that will get campus groups headed towards the same vision. New students will learn what Campus Crusade for Christ is about, and other students will become more aligned.

We need you and your campus leadership team members, small group leaders, and Crusade staff to be point people to equip others to invite as many students as possible to Fall Getaway. Asking is not always easy; it takes effort. There are several things that we allow to prevent us from asking as much as we should.

Why We Don’t Ask More Often

Unfortunately, a significant obstacle to asking is

apathy. We forget all of the reasons Fall Getaway is so good, and why it is important to get students to come. The first six weeks of school can be very hectic, so we need to pray that God will remind us of the great resource He has provided us in the Fall Getaway. Here are some obstacles to asking one-on-one more often:

- ? *Other strategies are easier.* Announcements, power point slides, and testimonies can take less time and energy.
- ? Students already committed to going do not always see the necessity of making one-on-one asks. Some *upperclassmen do not view themselves as an integral part of the group.* If they have been to Fall Getaway before, remind them of how good it is. Challenge and encourage upperclassmen to be proactive in not only going, but taking people with them. Without constant attention and alignment they will become unaligned.
- ? Sometimes *we do not feel like there is a strong enough relationship* to make asking worthwhile. We need to ask anyway; we should not rule anyone out. You never know how God is working in the lives of others.
- ? *We think someone else has asked* them one-on-one. This is a bad assumption. List all the students that could possibly be asked. Divide the names among the staff and student leadership. Update the list as leaders meet new people. However, keep asking students regardless of whether they are on the list.
- ? *We assume people will come if they know about Fall Getaway and are interested.* This is often not true, and can cause us to miss the chance to help students overcome obstacles.

How to Ask One-On-One

So we have determined that asking one-on-one is important. What do we do when it comes to sitting down with someone in the student union? Here are some guiding principles to making a good one-on-one ask:

- ? *Diligently pray* for those you are inviting.
- ? *Ask students to pray* about going. We truly want students to be Christ-centered and capable of making spiritual decisions. Coach them through this. It is important to help people understand that not making a decision is actually a “no.”
- ? How well you know the person you are asking is important. *The stronger the relationship; the stronger the ask.* This makes building relationships during the first six weeks of the school year even more critical. Diligently trying to get people to a place where God might change their lives is truly an act of love. The stronger the relationship the better, but do not forget to also ask those who we do not know well.
- ? *Demonstrate the potential for life change.* People want to be more like Jesus. People want to know, “What difference will this make in my life?”
- ? You must *have passion.* Communicate that Fall Getaway is exciting and energizing. Genuine enthusiasm about what God will do is very important.
- ? Remember to *be loving,* tactful, and concerned about people’s welfare (that is why you are asking them to come to Fall Getaway in the first place.)
- ? Do not forget that you asked. Make sure there is *follow-through by getting a definite “yes” or “no”* from each student.
- ? Be intentional to *ask key people.* Certain people will cause many other students to come. Ask key people to invite friends to come along with them.

Do not talk a student to death. Remember to listen attentively and respond well. Have a good conversation instead of simply saying, “You should go.” A good conversation might include questions like:

- ? “How was your summer spiritually?”
- ? “What would you like to see the Lord do in your life?”
- ? “Are there any areas in your life you would

- like to see developed right now?"
- ? "Would you like to go?"
- ? "Would you pray about it this week and ask God if He wants you to go?"
- ? "Can you think of anything that would keep you from going?"
- ? "Who would you want to go with you?"

Listen for what his or her decision is hinging on. Be sensitive to objections. Talk through them with students that you ask.

Dealing with Objections

Use obstacles as opportunities to build a student's faith. We need to be responsible to help students overcome objections. No one wants to feel like a nag, but you have an idea of how Fall Getaway could impact a person's life or his or her ministry on campus. Here are some common objections you might hear:

- ? *"I don't have the money."* Communicate that God can supply; He is not short on resources. Possible solutions may include 1) seeking support 2) saving a certain amount each of the first six weeks of the school year 3) pursuing scholarship money for student organizations through your student activities office 4) working odd jobs (mowing, babysitting, etc.) 5) not wasting money on less important stuff.
- ? *"I have to work."* Most bosses will give time off, especially if the student is willing to get others to cover their shifts. Sometimes it just takes courage to ask. Remember, asking students early gives them more time to make arrangements.
- ? *"I don't know anyone."* Point out that they know you and that you will introduce them to others. This is one of the easiest ways to meet people and to feel more comfortable in a good community.
- ? *"I don't want to go."* There may be no good reason, but you must respect the person. Avoid judging a person's worth based on whether or not he or she goes to Fall Getaway.

Other Strategies for Your Campus

Asking one-on-one is the best strategy to get students to come to Fall Getaway. However, it is important to use other strategies that are useful in combination with asking. Here are some strategies that you should consider in making a good plan for getting students to Fall Getaway:

- ? *Ask student leaders to commit early.* Students form the backbone of your recruiting. They are much more intentional, excited, and persuasive in asking after they have committed to going themselves. Have them register (sign-up and pay) as soon as they can after returning from summer break. The more time they have to ask and help their friends come with them, the better.
- ? *Follow-up and align freshmen.* The more involvement they have with your group before Fall Getaway the higher the chance they will come. For each weekly meeting have student leaders call freshmen during the day and invite them to come that night. When a freshman feels appreciated because he is invited to each meeting it will make sense to him when he is asked to come to Fall Getaway.
- ? *Testimonies.* People want to hear why something is important and how it could affect them.
- ? *Videos.* Videos effectively communicate with pictures and music what our words cannot.
- ? *Brochures.* Make sure you always have some in your bag. Put them in Freshmen Survival Kits with someone's contact info from your campus. Small group leaders should be making one-on-one asks with people in their group. Give brochures to those leaders; they can pass them out to the group so they can invite their friends.
- ? Have leaders *challenge groups of students to go together* (for example, an entire Bible study).
- ? *Put up a poster that informs students of who all*

is going. Have students that register sign it and write a short note. This will create momentum.

- ? *Set a goal.* Goals are a focal point for trusting God together as a group. Set the goal high. Plan a fun reward to motivate students. For example, shave a leader's hair or have an ice cream party if the goal is reached.
- ? *Network outside of the group.* A key person might not be a student involved in the movement. It could be a pastor or college minister at a local church or the leader of the Gospel choir on campus. Think of different circles of Christian college students.
- ? *Have students provide funds for other students.* Challenge students to save \$135 over the summer or fall to cover their own Fall Retreat registration cost and the registration cost for two other students. Ask students to raise support from home churches, local churches, businesses, and Christian families.
- ? Finally, *come up with a timeline.* This is necessary to implement strategies well.

Strategy for Missouri

Campus Crusade for Christ is about reaching each student, and college groups need to work well together to accomplish this. Our ministries in Missouri can be a tremendous resource to one another and to the thousands of students without a connection to a Campus Crusade for Christ group. The more students we get to Fall Getaway the closer we are to reaching Missouri for Christ. This will be the last Missouri Fall Getaway that will be for the entire state; next year there will be two Fall Getaways. It is exciting that increasing number of students attending the Fall Getaway necessitates this. However, as a result, this year will be the last time our state's college students will be together at the Fall Getaway. Getting someone from every campus in Missouri to Fall Getaway should be a goal, especially this year. We need to relay this vision to students at our college and give them an opportunity to help.

Here are the steps that need to be taken:

- 1) The attached sheets list Missouri colleges and respective contacts.
- 2) Ask students at your campus to brainstorm who they know at any of these colleges (many will have high school friends at other schools) and tell them about the reward. Remember, cast vision.
- 3) For each person he or she knows at another college, instruct the student to: 1) call the student and give the name and contact info of the Campus Crusade for Christ point person at his or her school 2) get in touch with the Campus Crusade for Christ contact listed for that school and give that contact the student's name and email address.
- 4) Ask your students to do anything they can to get their acquaintances to come. Even though someone will contact your friends, please call them to follow up personally. They are most likely to come based on your relationship.

This process will give our students a vision for the entire state. Remember, our goal is to get someone from every campus in Missouri to Fall Getaway. This will be a huge step towards getting a point person at that campus. These point people can help start a group at their campus and coordinate getting students to future Fall Retreats.

Resources:

1. Recruiting for the Christmas Conference. Article by Eric Swanson.
2. Recruiting for Conferences. Seminar by Dan Allan.