

C-Bridge Cycle Two-Shift Eight

College Student Outreach Event

Primary Objective

The goal is to reach out to the college-age students in your area that have previously been connected to your church, as well as those who are not already connected to another church.

How This Can Help You Reach Post High School Young Adults

We have all seen how young adults struggle to connect with a church or stay connected with a church. They are not in the youth group anymore, but as much as they want to be treated like an adult, they don't really feel like an adult, yet. And many churches don't really know what to do with that age group, either. Some will end up hanging around the youth group a little longer than they should, and others get integrated into other groups too quickly. While it is not always necessary to give this age group a ministry focus completely on their own (this may vary depending on church size), it is important to recognize that college students and young adults need something to call their own even within the context of the church. It may be as simple as recognizing that they are not youth anymore, but they still need some attention and guidance of their own. This applies to college-age students and young adults, whether they are already connected to your church or if they are part of your community and need to be connected to a church. These are a special group of young people that need a little help transitioning into adulthood, and an outreach event specifically targeted toward them may be just what they need to see that the church really wants and needs them.

Suggested Strategy

Start with who you know and what you know. Begin with the college-age/young adults that are already active in your church, even if you only see them on Sunday mornings. Let them be a part of the planning. If they can take ownership, they will be more likely to invite their friends. Remember, it's okay to start small and keep it simple. For this age group, relationships are more important than extravagance, so whatever you do, have a plan for follow-up. For smaller churches or smaller towns, you might want to think about combining with other churches and/or your local BCM on campus to sponsor a community event, but a combined effort for the event also means a combined effort for the follow-up.

Key Preparation Steps

- Recruit your planning team (include college-age and others).
- Determine a date.
- Determine a theme or idea for the event (choose something that encourages activity and interaction).
- Plan the details of the event.
- Send invitations (with college-age, several methods of invitation may be useful: email, Facebook event, written, personal invite, etc.).
- Determine how the Gospel will be shared at this event—know your audience.
- Determine how to register persons for this event to follow-up with them.
- Determine the method of follow-up after the event.

Event Ideas

- Progressive Dinner
- Karaoke
- Super Bowl Party
- Picnic in the Park
- Trivia
- Game Night (board games are typically better for interaction than video games)
- Scavenger Hunt

Looking Ahead

Preview: (10) Six Friday's of Fellowship

Plan: (9) Leadership Focus