

Historically, Cru has valued evangelistic approaches that help someone “cross the goal line” and become a Christian. In other words, *Touchdowns*. However, we haven’t done as good of a job at valuing *First Downs*: those approaches that help a friend who isn’t ready, to become *more ready*. Our current collegiate culture is in a “Prevent Defense,” and it behooves us to stop constantly throwing for the end-zone, and instead “move the chains” for significant first downs in their lives.

Below is a starter list of plays that can be run to make *First Downs* with your friends and classmates, helping them become *more ready* to consider the Good News about Jesus. In JMU Cru, we **value** these activities (and others like them). We’re convinced that the teams that make the most first downs (evangelistic sowing) are also the teams that win the most games (students embracing Jesus). (By the way, I’ve studied every NFL team’s 2009 statistics and this is accurate).

The 34 plays below (i.e. a Playbook to make First Downs) are not exhaustive, but a start. We’ll monitor how we do, because our friends’ *readiness to respond to Jesus matters*, and it will help us celebrate what God is doing in our midst. **We value First Downs, and therefore, we measure them.** It’s our hope that God will use these First Down plays to bring our dear friends and classmates to Him. They matter.

-- Least Content, Least Risk --

1. Ask someone to tell you the “story” of their life, and really, really listen.
2. Invite a friend to Cru & pick them up.
3. Write “Everystudent.com” on corner of whiteboard in your classrooms.
4. Walk around a dorm on campus, 7 days in a row, praying for its students. If someone asks you what you’re doing, tell them.
5. Ask your classmates how they are doing. Look in their eyes and show you care. Then, start praying for them by name.
6. Hand out flowers on Valentine’s Day with attached Bible notes on Jesus’ love.
7. Drive your friends home from parties when they’re drunk.
8. Bring a friend to Church on a Sunday. Hey, they won’t ever come if you don’t ever ask, right?
9. See the 32 suggestions re: Compassionate Activities, under the tab *Assist with Compassion*, at changingevangelism.org
10. Figure out a way to practically bless an unbelieving friend today. Like if they’re sick, bring them lunch from D-Hall, or drive them to Wal-Mart?
11. Find a need on campus, and volunteer to meet it. If asked, tell them it’s the least you can do in light of what Jesus has done for you.
12. What if you showed up to one of your classes 10 minutes early every M-W-F and silently prayed for the Prof and students, and see if God does something in that class that’s unusual?
13. How about fasting 1 day this week, and using the 90 minutes of non-eating time to pray for every unbelieving friend you can think of?
14. Invite your friends and classmates to do something with you during Compassion Week on campus.
15. Give ES.com article list to friend to gauge their interest, then send them hyperlink to article. Reconnect later about it.

-- Some Content, Some Risk --

16. 3 Things about God (see Marilyn Adamson notes) applied to an everyday conversation, then point them to ES.com site for more reading
17. Grab lunch with a classmate and ask them a good question like: "What do you think makes Jesus different?"
18. Challenge friend to read 3 chapters in Gospel of Mark.
19. Ask Friend to read *Imaginary Jesus* book. See what they think.
20. Watch a short film together from globalshortfilmnetwork.com, like *La Busqueda*.
21. Ask friends what they admire most about Jesus and why.
22. Soularium, anywhere, with anyone. Listen carefully. Care about him/her. Look for opportunity to shine spotlight on Jesus. Or do Soularium with classmates in a study group.
23. Set up Internet feed of IAMSecond.com in a high-traffic area of student Union.
24. In the Missionary Lane (new paradigm), you live with and love on a particular group on campus...
 - a. Late night discussion why you think Jesus is greatest who ever lived; or why he's your hero.
 - b. Do a compassion activity alongside them.
25. Use CoJourners questions over meals with your friends.

-- Most Content, Most Risk --

26. Share your Story / T-mony with friend.
27. Use a "Beer is Proof" card with a friend. Or use it to start a discussion in a Fraternity.
28. Hand out relevant literature to friends or classmates, and see if you can discuss it another time:
 - i. Backstory
 - ii. Jesus & the Intellectual
29. Do a Quest Survey with best friend.
30. Write a letter-to-the-editor on simply why you think Jesus is great. Have your unbelieving friends proofread it for advice before you give it to editor.
31. Talk with classmate using knowledge from the *Reason for God* flashcard.
32. Have a friend listen to Tim Keller's "How Can There Be Just One True Religion" (free MP3) or read free PDF of intro to his book (RFG).
33. Do Comm Speech assignment on why you think Jesus is the ultimate hero. Who heard you?
34. Pass out "BackStory" booklets on *The Commons*, like the Gideons pass out New Testaments?

This list is just the beginning... remember to count those we engage with, who engage our content. We want to celebrate our efforts in making **First Downs**, trusting that in doing so, God will bring many of our friends and classmates to Him!

Sowing Continuum

Examples 1-14

Examples 15-23

Examples 24-32

Low Spiritual Content (to lead person to point of decision), or low risk.

Most Spiritual Content (to lead person to point of decision), or most risk.