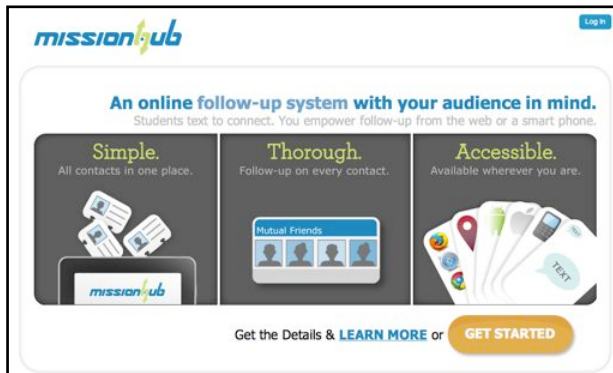


Adam and Lindsay in Ministry

A monthly newsletter

Issue 49 - February 2012

Leveraging Social Media for the Gospel



Imagine starting a church from the ground up. Imagine trying to do that with college students. CRU staff do this every year on college campuses. It's like starting a small business over and over with every new school year because new students come and seniors leave. Okay, but the stakes are different in this game because we aren't talking about money, right? We are talking about people who need to hear the gospel and get plugged into a community where they can grow learn about who God is.

The only way to keep it moving and to build momentum is to keep a really good rolodex of all the people you work with! But what happens when there are 5 CRU staff on a campus, and they all have their own rolodexes? Conversations sound like this:

"Did someone talk to Suzie? Oh wait, three of us talked to Suzie and signed her up for three different Bible Studies! Did anyone talk to Mark? No, wait, I thought you were going to..."

We take seriously the need to care for college students, to help them grow spiritually, and to not lose their name in a pile of 300 other students who want to join the movement on the campus.

That's why we created Mission Hub. It allows all the staff on one campus to use social media to organize all the names of students who want to be involved, it solves the problem of three people meeting with Suzie and no one calling Mark. The students love it because instead of having them write down their information with a pencil and paper (might as well be a chisel and stone to them) they use their phones to give us there information!

This new ministry tool is spreading like wildfire and is being used overseas, too! The New Zealand staff team have gone to work and already interacted with 10,000 students, most of whom were willing to take a minute and fill out the digital survey on their smart phones.

Aaron (fellow CRU staff member in New Zealand) writes:

"Mission Hub has been awesome! I wanted to write and thank you for letting us use Mission Hub, and more so for partnering with us to make our outreach work better here in NZ. We have over 3000 contacts on Otago campus alone, that is 15% of the campus population in mission Hub. The benefits of the technology are numerous, and they will become more obvious as we head forward. We look forward to seeing people come to Christ. We have had three students make a decision in the last 24 hours already. Pray for us as we follow up students and share the gospel with them."

Keynote Communication Training

Have you ever wanted to be trained in public communication? Here's a chance to partner with us!

Do you feel the need to communicate effectively? Have you ever received proven, individualized training on how to be more successful at communicating? Whether giving presentations at work, leading a Bible study, or sharing the gospel across the table with a non-believer, most of us could use training to refine our communication skills. To that end, Keynote hosts Comm Lab!

During the four days of Comm Lab, renowned authors and communication experts Tim Muehlhoff and Tim Downs will teach and entertain you. Seminars cover topics such as developing a Biblical communication philosophy, learning practical communication skills, and analyzing communication climates. You will also actively participate in communication drills with one-on-one coaching.

Dates: March 27-30, 2012 (We realize this is just around the corner!)

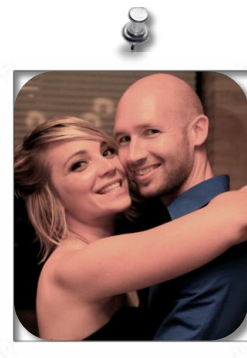
Lindsay will be working as a coach during this conference. If you'd like to learn more, call or email her!

(585) 739-4817 or lindsay@keynote.org

What's Next?

We are gearing up for many different events that will be taking place at Keynote Headquarters. Lindsay has been doing a lot more video work and auditioning musicians for our Summer Project.

Adam is running behind the scenes, keeping our largest Keynote team on target with their goals by doing executive administrative work.



Please pray for us as we balance seminary, personal ministry, our work with Keynote, leading worship, and oh yeah, our marriage!

We are so blessed to know you and to work for the Kingdom alongside you.

*Blessings,
Adam and Lindsay*