

# RECRUITING FOR SUMMER PROJECTS

## WHAT DO SUMMER PROJECTS

### ACCOMPLISH

(Adapted from Eric Swanson's article on Recruiting for Winter Conference)

- Summer projects honor the Lord. They require students to trust God in deeper and new ways as they raise support, initiate evangelistic conversations, and share vulnerable parts of themselves in the relationships formed on project. As students walk by faith in these areas and more, they learn that the Lord truly is *with* them, and working *in* and *through* them.
- Summer Projects accomplish our mission to see students become Christ-centered laborers. Students are encouraged and equipped on project to share the essence of the gospel with others, including their own spiritual journey. They are encouraged to discover more who God is and the unique ways He has gifted them. Lastly, they are challenged to intentionally invest in others for the rest of their lives.
- Summer projects create opportunities for authentic, vulnerable discussions to take place. Often people leave summer projects with friends that they feel know them as well if not better than friends they've had their entire lives.
- Summer projects build and sharpen leaders, giving them hands-on ministry experience and training. Students go back to campus ready to lead, multiply their lives, and serve the ministry with passion and enthusiasm.

### John Lamb's Four Stages of Recruiting

1) Inform. This is where you arouse interest with publicity, announcements, testimonies, and skits. Here are a few helpful things to know about informing.

The 2008 theme is "Go" for our national promotion. This communicates both a biblical message and a call for personal involvement with vision. The

summer project website will go live on October 1<sup>st</sup> (or earlier) with the project information that is available. Brochures should get to local teams by October 25<sup>th</sup>. Students will actually be able to fill out applications online by November 1<sup>st</sup>. (The application isn't made live until later for the sake of next years' directors). Many of you already picked up the promotional stickers to start the conversations about summer projects.

2) Educate. Students want to know what a project is like (the day to day details); what the focus will be; how will their participation make a difference; how they will grow during a summer project; and what their options are for participation. One of the great things about being involved in CCC is that there are international options and domestic options. There are beach locations and urban locations. There are short projects and longer projects. Staff and student leaders will want to know these options well so that we can connect students to opportunities for which God has burdened them.

- [www.gosummerproject.com](http://www.gosummerproject.com) should be a helpful education resource.

3) Motivate. This is an opportunity to connect what you have observed in their lives to the realities of what occurs on a summer project. This is also where you answer, "What difference does it make if I go?" In your own words, share the benefits of going on the summer project.

- A summer to invest solely in your relationship with the Lord. "You only have 3 "free" summers in college! Use them wisely! Summer projects really are a greenhouse for growth."
- A time to get to know other Christians from your campus and others in your region and/or around the country.
- Excellent training.
- You'll come back a different person.
- It'll be a great time.

Motivation is helping them want to go. The more important it is to you, the more important it will be for them.

1-Tell them a story of a person you met/shared your faith with

2-Tell them how God changed you-how you are different

3- Tell them about some misconception you had, something you worried about, and how God answered it or how it was different than you thought. (Our 2006 student survey responses indicated that support-raising and family concerns were the top two obstacles for student participation on projects. Be prepared to walk others through these very real steps of faith).

4-Specifically challenge them to PRAY about going, not consider, but pray with a willingness to follow God's leading.

4) Challenge/Invite. Slide shows, skits, testimonies, films, banners, and brochures are all helpful in promoting a summer project, but generally recruiting comes down to a person-to-person challenge or invitation: "Would you like to go?" "Can you think of anything that would keep you from going?" "Would you pray about it this week and ask God if He wants you to go?" Ask students to come along with you as opposed to "You should go to the summer project."

This is where you say, "I'd really like you to prayerfully consider going on the \_\_\_\_\_ summer project. Let me tell you how I can see you benefiting from being there." (Think back on your own life changes, impressions, reservations and fears.)

### **Making it part of your campus plan**

Summer projects should be seen as an integral part of your campus plan – integral and strategic in growing your local movements. Students most often return with greater intimacy with the Lord, greater heart for the lost and the world, greater

vision for their local movement and with more ministry training and experience! It's a big win locally to continually be sending students on project each summer.

Some local leaders take the time to list all the students that could possibly be asked then divide the names among the staff and student leadership. (In some cases the local team sets aside an entire week where summer projects are an important part of the small groups, weekly meeting and individual meetings. Timing may vary by campus situation, but sometime either before Thanksgiving or right after the winter break seems most popular.) The invitation is done best in a one-to-one setting by those closest to the student. If a student has not been at the weekly meeting, then you will probably need to inform, educate, motivate, and challenge by yourself. Train staff and students how to challenge fellow students by taking them with you. Make sure there is accountability and follow-through by getting a definite "yes" or "no" from each student. Pray with other leaders for students to participate in projects. The unseen ingredient in recruiting is genuine enthusiasm and expectancy of what God will do at the summer project.

As good and complete your summer project brochure may be, don't assume that you can ever say, "Everything you need to know is in the brochure. Just read it" and expect students to come. People come because of people.

Think through faith goals both individually and as a team. For example, how might our campus leadership look different if 10-20% of all students involved in your movements participate in a summer project in 2008?

Before moving on, it is worthwhile to remind local leaders that your support and involvement in the promotion and recruiting for summer project will greatly influence your staff and student leaders. As a local leader, you will want to help your staff set the kind of priority that recruiting for summer projects has in the development of your movement.

Therefore what you say to staff and students and your personal participation will make a significant difference in recruiting.

### **Using Obstacles to Build Faith**

In challenging students it is necessary that we don't make the decision for them but understand that our role is to help them to trust God in overcoming the barriers if they really want to go. Barriers and obstacles (no money, work commitments, etc.) are not absolute but may present opportunities to see God work. Assuming a student wants to go on the summer project, our job is to help him/her to believe God to meet the needs.

There is a great difference between, "Well, I guess I'll go if God provides the money" and "I believe God wants me to go and I'm trusting Him for the money." God can often do as much in the life of a person getting him to the summer project as at the summer project itself--sometimes more.

[www.gosummerproject.com](http://www.gosummerproject.com) should have student testimonies of overcoming obstacles.

### **A Potential Time Line**

#### October

- Inform and Educate. Introduce the summer project at the Fall Conference through a series of skits. Pass out brochures or stickers.
- Make a banner. Meet with every student that went on a summer project to "kick-off" their role in helping recruit students to on a 2008 summer project. Make a list of all students involved in the movement. Agree on goals and prayer targets. This "pre-alignment" will pay great dividends.

#### November & December

- Motivate and begin challenging: Testimonies, skits ("Excuse Busters," etc.), and general promotion. Banner and Sign-up table are regularly at the weekly meeting. Challenge students to pray about going.
- Point students to [www.gosummerproject.com](http://www.gosummerproject.com) to explore options and learn more.
- Begin challenging key leaders in your ministry who haven't been on a project.
- Touch base with student champions to see how they are doing in challenging their friends (Maybe even take them out to dinner to thank them for their support)

#### January - April

Repeat any of the above steps to ensure all students possible have been informed, educated, motivated, and challenged.

- Gather interested students together at Winter Conference for prayer, FAQ, and to meet students who have already gone.
- Consider how facebook groups might generate interested commitments.
- Go with students to actually fill out applications.

You may be thinking, "We are recruiting for Christmas Conference, Spring Break, and an outreach in December, January and February. We can't recruit for Summer Project then." But the reality is that students need multiple opportunities to hear about and be challenged to go on Summer Project. They also need time to consider it! Beginning your recruiting early and with focus will give your students more time to pray, consider, and talk with their parents without growing numb to a constant repetition of "asks".

#### **Action points for team discussions**

- Why do students go on summer projects? Why don't students go on a summer project? How can you overcome these barriers?
- How would you customize the "Suggested Time Line?"
- How will you use this information to train your

staff and student leadership?

- Summarize the importance of a summer project in view of your mission statement and campus plan.
- What summer projects options will you prioritize domestically (both full summer and 1-2 week options) and internationally? Renew the vision of why these locations will receive priority and ask people to go together.