

An aerial, grayscale photograph of the New York City skyline, featuring the Freedom Tower as the central focal point. The image is slightly faded to allow the text to stand out.

# GO<sub>2</sub> PLAYBOOK

A thick, black, hand-painted style brushstroke that tapers at both ends, positioned horizontally below the word 'PLAYBOOK'.

#GO2YEARS  
GO2YEARS.NET



## GO2 VISION

### CHANGE THE WORLD THROUGH SENDING STUDENTS.

Dig into the spiritual awakenings of the last few centuries and you'll find one factor nearly every one has in common—a university campus.

Whether we're talking about Martin Luther in the Protestant Reformation, John Wesley in the First Great Awakening, Timothy Dwight of Yale with the Second, or Robert and Grace Wilder of the Student Volunteer Movement, God used students to ignite movements that reached far beyond their campus.

Put another way: the university campus is not only one of our greatest mission fields, but also one of our greatest mission agencies.

We believe God wants to do the same thing in our generation, and signs of his stirring are already evident. That's why we launched the Go2 Initiative. Imagine what God will do if every graduating Christian made the mission of God the largest factor in where they choose to pursue their career.

Plenty of important factors go into where you pursue your career: where you can make money, where your friends are going, where you've always wanted to live, where your family is. These are all significant. But for the follower of Jesus, why wouldn't the mission of God be the largest factor?

At our church, we tell students: "God made you good at something. Whatever it is, do it well to the glory of God, and do it somewhere strategic for the mission of God."

The calling to leverage our lives for the Great Commission is not a call that only a few of us receive. That call is inherent in the call to follow Jesus. "Follow me," Jesus said, "and I will make you fishers of men (Matthew 4:19 ESV). When you accepted Jesus, you

## WHY THIS PLAYBOOK?

This GO2 Playbook is designed to help collegiate ministry leaders create a culture of disciple-makers who make disciples and connect them with church planters and missionaries for a 2-year service commitment.

College students are strategic to the spread of the gospel through church planting because they are at the most sendable stage of their lives. With the help of this playbook, collegiate ministry leaders can create an environment that expects and looks for church planting ministry opportunities, and they can also create a process for developing and sending out college graduates to church plants around the globe. As such, this playbook is helpful to all collegiate ministry models.

## WHAT TO EXPECT

In the pages that follow, you'll find insight and resources for cultivating an environment where disciples are made and sent out to serve both in the United States and around the globe. For more information about GO2, visit [go2years.net](https://go2years.net).

accepted the call to mission. You're called. The question is no longer whether you're called; it's only a question of where and how.

For students, this calling will come in primarily two varieties.

Some will be called to leave their careers for the mission. Like Adoniram Judson, William Borden, Amy Carmichael, Lottie Moon, Jim Elliot and many others, they will walk away from potentially lucrative careers to invest all their time in evangelism, church building, and pioneer missionary work.

Many others will be called to leverage their careers. Rather than walking away from their skills in education, medicine, architecture, sports marketing, law, or other fields, they will use these careers to put them in places where they can be a strategic part of a new church plant.

Go2 presents students with a simple challenge during the most sendable stage of their lives: Give the first two years after graduation to join a church planting team—either somewhere in North America or around the globe. Every one of your students will be leaving your ministry; all of them will (eventually) graduate and get a job somewhere. Why shouldn't we challenge them to get a job somewhere strategic for the mission of God?

College leaders, this is a challenge to a deeper level of discipleship. It's got to come from you. God has given you a window of unique influence in the lives of young men and women, and you play a strategic role in the spiritual formation of the most sendable mission force on the planet. I believe that the Go2 Initiative is one of the best ways you and I can steward that influence for the kingdom.

I realize that the last thing your ministry needs is one more program to try squeezing in to your semester's calendar. So rather than creating new programs in your ministry, the Go2 Initiative creates a new culture among your students. As your students prioritize making disciples and reaching the lost, a passion for the mission of God will permeate your entire ministry. Every program you run will become even more spiritually fruitful during the four collegiate years because of the perspective your students develop for the next 40 years! If our aim is to produce graduates who seek first the kingdom of God (Matthew 6:33) then we must start by discipling students to put the kingdom first as well.

My hope is that this resource will equip you to disciple your students for mission in a way that fits the unique calling and context God has given to your ministry. Ultimately, I pray that the Go2 Initiative will set this generation of college students on a trajectory to influence the world for Christ.

—Pastor J.D. Greear



# CULTURE CREATION

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# GO2 CULTURE CREATION

## SECTION 1 — MISSIONAL DISCIPLESHIP

**PHILOSOPHY**—MAKE DISCIPLES. DON'T RUN PROGRAMS.

The first step for creating a GO2 culture is to cultivate an environment of relational, missional discipleship that emphasizes development and deployment over programming and consumption.

- Create an intentional pipeline that moves students from freshman/immature believer/non-believer to reproducing disciple who is ready to leverage his or her career for the Kingdom.
- Select a baseline curriculum for all students in your ministry. This might be: gospel basics, the storyline of Scripture, missions/evangelism engagement, etc.
- As students mature and complete these studies, add more topics for study. Some of these might include: understanding calling, leadership development, discipling others, spiritual gifts, basic theological beliefs, and more.

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## SECTION 2 — IMMERSIVE EXPERIENCES

**PHILOSOPHY**—KEEP THE MAIN THING THE MAIN THING.

The second step is to provide immersive experiences that move students along your GO2 pipeline. Begin with a gateway experience that all students can participate in, then increasingly customize your experiences as students mature. Consider aligning these experiences in some way with your discipleship curriculum. Ideas include:

- Hold a missions emphasis, such as an evening event or retreat, that serves as the introduction of the GO2 vision for new students and continually reinforces the vision for upperclassmen. This experience can also include unveiling unique missions opportunities and partnerships that you want to drive students toward.
- Develop/Adopt missional experiences that students can engage with at points all along your GO2 pipeline (short-term break trips, summer missions, semester experiences, vision trips, etc). You may already be doing many of these and can easily adapt them into your pipeline.

## SECTION 3 — INTENTIONAL CONVERSATIONS

### PHILOSOPHY—INTENTIONAL CONVERSATIONS LEAD TO INTENTIONAL LIVING.

Prioritize intentional conversations at different points along your pipeline that challenge students to engage with key elements of GO2. The final conversation should be about where students will land after college and connect them to possible mission locations, or mention possible mission locations and potential job opportunities there. Here are some ideas and insights for planning your conversations:

- Decide on key points along the student journey when strategic conversations are most beneficial.
- Encourage first-year students to summer missions and intentional evangelism opportunities.
- Challenge second-year students to take on leadership roles and initiate discipleship relationships.
- Provide vision for third-year students regarding their calling and vocation, introducing them to the possibilities that GO2 provides.
- Call fourth-year students to a point of decision on their post-graduation plans. Help them create an individualized Kingdom engagement plan through GO2.
- Develop a senior conversation guide to ensure consistent dialogue is happening leading up to graduation.
- Curate needed resources and partnerships to help students at each point of decision along the way.

## SECTION 4 — CONSISTENT CELEBRATION

### PHILOSOPHY—WE REPLICATE WHAT WE CELEBRATE.

Schedule a regular cadence of celebrations that ingrain the GO2 culture within your ministry.

- Plan commissioning services that highlight individual decisions to serve in key missional experiences through your ministry.
- Highlight student testimonies/videos regularly at your ministry gatherings. Especially include graduates who are in the midst of GO2 service.
- Select other key points of your GO2 pipeline that can be celebrated.



Give 2 years  
to missions.

Together we can  
**change the world.**



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# GO<sub>2</sub> RESOURCES

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# GO2 CULTURE RESOURCES

## MISSIONAL DISCIPLESHIP RESOURCES


Check out these resources to help you build a culture of relational, missional discipleship.

- [Student Pipeline](#)—A sample visual diagram showing an example from Resonate Church of moving a student from entering freshman to church planter.
- [Reaching Freshmen](#)—A sample strategy for reaching freshmen during the critical first ten days on campus.
- [Leadership Development Strategy](#)—A model from Summit Church outlining their process for developing student leaders.
- [Deepen Discipleship](#)—IMB provides this 6-month course designed to help students deepen habits of obedience in their Christian lives in preparation for longer-term missions service.
- [Spiritual Gifts Assessment](#)—A tool to help empower students to serve with their gifts and encourage them in their spiritual growth.
- [Smallgroup.com](#)—This site contains a 4-session study built around the GO2 Simulcast content. You can also use this site to build your discipleship curriculum for your entire ministry.
- [Gospel Foundations](#)—A comprehensive, Christ-centered group Bible study designed to uncover the gospel story throughout Scripture from Genesis to Revelation.
- [GO2 Simulcast Curriculum](#)—Utilize the GO2 Simulcast content as a four session Bible study. Works great for a month-long emphasis or in a retreat setting.
- [Seamless](#)—A women's seven session Bible study teaches how the seamless thread of the gospel connects the people, places, and promises of the Bible from cover to cover. Also available in smallgroup.com.
- [Unfolded](#)—A men's eight session Bible study equips guys to build their lives around God's story of redemption found in Scripture from the first verse all the way to the final verse of Revelation. Also available in smallgroup.com.
- [Is God Calling Me?](#)—A short book by Jeff Iorg designed to provide students with tools to work through the call process.
- [Christian Beliefs](#)—An accessible guide to 20 basic Christian beliefs. This book is a condensed edition of Wayne Grudem's *Systematic Theology*.


# IMMERSIVE EXPERIENCES RESOURCES

Consider these resources when creating missions experiences for your students.

- [International Mission Board](#)—Check out the website for IMB Students to learn more about opportunities to send college students at various points of your sending pipeline.
- [North American Mission Board](#)—Explore opportunities for college students to serve throughout North America during the summer, on school breaks, and for two years after graduation.
- [Missions Experience Strategy](#)—A sample of missions experiences embraced by Summit Church to feed their sending pipeline.
- [BeachReach](#)—A unique missions experience designed to meet the needs of students on spring break and point them toward Jesus through acts of service and gospel-sharing. This is a great evangelism lab to prepare college students to share their faith back on their own campus.
- [GO2 Simulcast](#)—Watch Pastors J.D. Greear and David Platt discuss how college students can play a strategic role in missions and church planting through the GO2 Initiative. This is an easy piece of video content to utilize in building a missions emphasis night for your ministry.



IMAGINE WHAT  
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THEY CHOOSE TO  
PURSUE THEIR  
CAREER.



# INTENTIONAL CONVERSATION RESOURCES

Utilize these guides as you have key conversations with students along their missional journey.

- [Summer Projects Conversation Guide](#)—Tips for encouraging students to consider a summer missions project. This also applies to conversations focused on additional missions experiences beyond just the summer.
- [Tips on Overcoming Common Student Barriers](#)—Suggestions to help process common barriers that students face when considering missions opportunities (parents, finances, career expectations, etc).
- [GO2 Website](#)—Specific links to NAMB and IMB sites that point graduating seniors to options for making a GO2 Commitment.

# CULTURE-SHAPING CELEBRATION RESOURCES

Utilize these resources to celebrate your wins or spark ideas about how you can celebrate your wins.

- IMB Journeyman Videos—Use these videos that showcase brief stories of recent graduates who decided to spend 2 years serving overseas.
  - [Nathan in Uganda](#)
  - [Anna and Mary Ruth in Uganda](#)
- GenSend Summer Videos—Use these videos that feature current college students who spent a summer as part of a GenSend team.
  - [David's Story in Pittsburgh](#)
  - [Isaac's Story in New Orleans](#)

**TWO YEARS.  
ONE CITY.  
ONE MISSION.**



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# GO<sup>2</sup> GETTING STARTED

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# IT'S TIME TO GET STARTED.

We are so excited that you are embarking on this journey to help send college students to under-reached places in North America and unreached places around the world. Whether this is a deeper commitment to continue sending students or the start of a new sending chapter for your college ministry, we hope that this resource will be a helpful guide along the way. Your role is an irreplaceable and highly strategic one for challenging students to live on mission for God to the glory of God.

Remember, GO2 is not another program to implement but a culture to create within your ministry. There is not a perfect checklist that will guide every ministry in how to best create this culture. It will take different forms for different ministries in different contexts but hopefully at least some of the tips and resources in this playbook will be a fit for you.

## ACTION POINTS

Consider the following next steps for creating a GO2 culture.

- Build a list of juniors and seniors in your ministry. Start praying now for them to have a Kingdom-minded plan after graduation and move toward scheduling individual conversations with each of them to discuss GO2 options.
- Begin praying for a GO2 missions partner for your ministry. Where in North America or the world could you develop a partnership to begin sending groups or individuals with the hope that some might choose to go for 2 years after graduation?
- Pick one of the culture creation ideas from the first section of this playbook that stood out to you. Create a plan to begin implementing that idea at some point during the next semester of your ministry.

## WHO CAN I CONTACT TO HELP ME?

The people below can answer your questions and help you get started.

- International Mission Board—George Siler, [gsiler@imb.org](mailto:gsiler@imb.org)
- North American Mission Board—Dithson Noel, [dnoel@namb.net](mailto:dnoel@namb.net)

Thank you for your partnership in the mission! God is raising up an army of college students ready to carry the gospel to North America and around the globe. May we be found faithful as we continue to point students to Jesus and His mission.