

5 Missions Promotion Tips

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One of the greatest privileges as a campus minister is seeing students experience life change through missions opportunities. Whether it's a one-week spring break mission trip or a summer missions opportunity, the impact on the life of your student is lifechanging. Missions opportunities for students is always a "win-win" because students go and serve and impact the area where they serve, but they also come back to their campus more equipped to serve in discipleship and evangelism. Once students go, they will want to continue to go! Here's a few tips to keep missions as a focus of your college ministry:

1. Promote early.

Don't hesitate to start talking about missions and promoting missions over the summer or as soon as the Fall semester starts. It's never too early, and it's never a bad time to talk about missions with your students! Announce your fall or spring break mission trips as soon as possible to get students excited and begin sharing ways to serve over the summer in some of your first Fall large group events.

2. Realize students are the best promoters.

Students who have returned from serving in missions really are the best encouragers to other students to go and serve. Have a plan for students to share their missions stories as often as possible at weekly worship or other special ministry events. Campus ministers and other ministry staff are great missions encouragers, but when a student hears a personal missions story from another student, they are being encouraged to go from someone who is right where they are in life.

3. Have a missions focused week or month.

Even though it is essential to always share about missions and make opportunities known throughout the semester, having a set time as a missions focus will only enhance the promotion of those opportunities. Whether it's a week or month long focus, this will give you the unique chance to host missions events and even highlight specific opportunities for students to serve. Our BCM promotes a missions month in the Fall called "Govember" during the month of November. Examples of events to promote missions include a missions fair night, a missions coffeehouse, missions breakouts for students to learn about specific summer missions positions, inviting missionaries to come and speak, etc.

4. Provide fundraising resources.

One of the greatest barriers of students serving in missions is finances. It's a great privilege to help students understand that raising funds to serve in missions is possible, and there are others who are willing to come alongside of them and support them in

how God is leading them to serve. As you promote missions, also provide opportunities to talk about fundraising either in small groups or one-on-one. Help students know what fundraising resources are available. I always like to start with helping students know how to share with their church as well as assisting them in writing a fundraising prayer support letter.

5. Focus on the need for the gospel.

I believe when students have a burden for the lost, then they respond by going for a week or a summer or longer. Learning about and praying for unreached people groups around the world is one way to open our eyes to the urgent need for the gospel around the world. At our BCM large group worship, we have a time set aside each week to share about an unreached people group and pray in small groups for that specific group.

Again, it is such a great privilege to walk students through the process of serving on a mission trip or in summer missions. I've had so many conversations with students over the years who did not serve in missions until their senior year, and their only regret was that they didn't go sooner. So never give up! Missions changes lives!