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Crimson & White Ministries, Inc.

(A non-profit entity. IRS tax-exempt status approved.)
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Honor and integrity is what you are when no one sees, no one hears, and no one knows.

Dear Pastor or Youth Pastor or person interested in ministering to young people,

Students like getting mail. *Mail* says, “Somebody cares.” The **Crimson & White Connection** is a reminder of values and that someone cares and prays for them. What I have been doing is producing the **C&WC** and mailing it (to mostly students, about 80%) 14 to 20 times a year. – *Oh, wow! I certainly don't have time to do that.* – **Let me help you.** Here's what I did and how I can help you minister to students.

As students go off to college and are away from home, (but 20% of my current mailing list is HS and MS students, too) it is easy for them to drift and get away from “church” and be sucked into the philosophies of the world. Barna Research says that two-thirds of “church kids” leave the church after graduation from high school. It is a small percentage that get involved with Baptist Student Union, Campus Outreach, InterVarsity, etc., etc. The amount of drinking and sex on college campuses, and even high school campuses is appalling. – At a “Christian college” recently a professor was stopped from asking (research) about sex on campus because it was felt it might tarnish the school’s reputation if there was a chance of him finding a hint of sex on campus. (‘If he doesn’t ask, we won’t know, parents can’t find out.’) – But what can we do?

August of ‘98 I mailed several “letters” to 78 college students. Only 37 returned the pre-stamped reply cards, so I really started with that 37. Students gave it to roommates, friends, and classmates. I shared it with others one at a time, here and there, with cashiers, restaurant servers, students, etc. For April of ‘04, 395 copies were sent out across 24 states and even further. Currently it's an 8-page-format letter with some humor, but mainly devotional pieces, and articles on dating, relationships, sex, drugs, moral behavior, character, values, and the spiritual life. It's straight talk and students apparently like it - the requests continue to come in. Our current approach is multiplication. The vision I feel the Lord gave me is to multiply by supplying a template to be copied by others and mailed to students. As of the end of 2005, we send “masters” to 35 churches. ... Is it a “magic bullet” for reaching and keeping young people engaged? No. Can it help? Maybe.

Ages? I started with college kids, 18-22, but now my list is about 25% Middle and High School, 50% college age 18 to 22, 15% post college and young marrieds, and 10% adults over 40 and even retired and in their 80s and 90s.

The **time** to write, collect resources, and create a letter like this is probably the biggest drawback to doing this. – **I can supply that part.** – We’re calling it the “**We create it; you make copies and mail it**” plan. The duplicating, paper, and postage runs about \$15 / year / name.

Question: *Do you think someone in your church – lay person, SS teacher, staff, pastor, ... – would be interested in having this resource for creating a mailing to students? Or is there a way that I can minister to your students? Contact me to discuss just how I can serve you - emailing you a template or mailing you a small quantity of copies of each issue or adding your students to our list.*

In His grip,



Check out some of our back issues, statement of what we do and believe, and witnessing tools (postcards) at our web site:
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Occasionally a pastor will say, “I have no control over the content.”

Well, you also have no control over the content of radio, TV, Christian radio, Christian TV, Christian magazines,

Can you stop them from seeing and hearing that? No. Would you discourage Christian radio or magazines because you can't control the content? Around Greensboro are billboards saying, “Are you talking to your kids about sex? Everyone else is.” Everyone else is talking to your young people about sex, drugs, non-absolute philosophies, etc. What are you doing to reinforce holiness, virtue, morals, purity, and a Biblical world view and the spiritual life? Are you presenting your side regularly? Especially to those college students that are away at school? Barna Research says that 2/3 of “church kids” leave the church when they graduate from high school.

or, “Out of touch with reality.”

Focus on the Family asked young people, ‘Is purity spoken of too much?’ and their answer was an overwhelming “No.” Several times pieces are printed (with permission) from *CampusLife* (published by Christianity Today, part of the Billy Graham organization). We did an article on masturbation because we got a *letter from a college student* asking a question. We really struggled with whether to print it. – That article on Holiness got more positive response from readers... and about two months later *CampusLife* did a similar article in reply to a letter.

or, “Not offering practical steps toward discipleship.”

There is on average at least one daily devotional piece from either *Soul Journal* (a series from Radio Bible Class targeted at 18 to 22 year olds), Faith @ Work, ACTS, or Daily Bible Verse (from Arlington Baptist Church). We offer to send students a daily devotional by and about twenty are on that daily email.

and, “Trite.”

And I must agree. The C&WC doesn't break any new theological ground. The principles of a holy life style is the same, over and over and over. The C&WC also is a witness tool with a simple Salvation message presented in each issue. We don't want to *not* present that simple message, because the C&WC is shared with new people all the time – students share with friends, new students are added to *my* mailing list at a rate of more than one a week. We have published letters from readers and have other Salvation stories where the C&WC was an influence. Focus On The Family did a survey asking young people whether “purity” was promoted too often – the overwhelming reply was “No.” So, I guess that is a valid criticism: we're ‘trite.’ We talk about a simple Gospel and holiness and purity... over and over and over.

and, “Ministry works better in relationship [not in literature or by mail].”

The idea of a relationship where a person is encouraged to be involved with the church, with Christians, and with God is built through honest interest, contact, and encouragement. And face-to-face is obviously best. But, the C&WC is one way that a church can regularly reach out to students, put something in their mailbox (that's the method we like to encourage) and say, “We care enough to provide you with this encouraging word. Stay true to God and His principles. Remember Who's you are.” And to the unsaved, well, I said that just a moment ago. The choices seem to be personal, mail, or none. Which are you doing?

Ravi Zacharias related a story where he was promoting a youth rally. At the planning meeting he was told, “Well, we don't reach young people that way around here.” He replied, “Well, tell me what has been working for you and we'll do that.” ... There was no reply. So he fell back to a quote from D. L. Moody, “I like what I'm doing better than what you're not doing.”

In the last couple years I have only run across two churches that had a ministry of regular contact and encouragement going to their students before they picked up on using the C&WC. – Don't like my style? Then get your kids subscribed to *Soul Journey*, *CampusLife* (I pay for a bulk subscription for our church and pay for several students - less than \$7 a year on their year-end-special-gift-rate), or better yet, YOU create a letter about values, morals, devotional articles, about dating and relationships and sex, about the pressures of alcohol and drugs on college campuses, etc., etc. and print it and get it to them. But the C&WC is available to you to freely make copies and get *something* in their hands and in their minds and in their lives. All you have to do is ask and we'll figure out how to best serve you and your young people.

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What's next???

Step 1 – Take a look. First contact.

We are not selling it, we give it away to anyone who wants to use it.

You cannot make a decision today. You can only listen, ask questions, and take a couple samples to review thoroughly before deciding if you think it is an appropriate and useful tool to encourage your 17 to 22 year olds (that's the "target," although that is only about 60% of *my* mailing list).

Step 2 – Decide...

No – Is there something we could do different that you would then be interested? – "I don't have time / I don't know of someone to do it." – Can I tell your congregation or 'Youth Committee' about C&WM (Steps 4&5 below.)? Maybe someone will be interested. Can I minister to your 14-22 year olds?

Later –It's just not the right time and you'd like to get on the mailing list to get the C&WC yourself and maybe contact us to use it in the future?

Yes, interested. Let's talk about the best use of time and resources and how we can partner in this ministry to students.

Step 3 – Might we come and make a presentation to your "youth advisory committee" and explain what the C&WC is and what we do and what the potential is? One of them might want to take it on for the church as their ministry.

Step 4 – Then we would do a test delivery to make sure you can download and print the Adobe Acrobat file without difficulty. Or determine how to best get it to you so you can use it.

Step 5 – Might we come and do a sermon on encouragement on a Sunday evening or Wednesday evening and tell people about Crimson & White Ministries? – Introduce C&WM, introduce the C&WC letters, ask for involvement and support. Maybe they have nieces, nephews, or grandchildren they might like to have it sent to. Or someone might like to take on a ministry of doing the copying and mailing for your church.

Step 6 – You have a tool available and in place to help you minister to and encourage your young people (and anyone else).

