

Surveying Church Leaders :: Executive Summary

From May to December 2017 a small team of Cru staff interviewed 72 pastors, church-planters, and biblical scholars. As Cru began the US expression of Global Church Movements within Cru CITY, we wanted to listen to leaders in order to learn the landscape – the joys, attitudes, outlooks, vision and concerns of the Church. From January 2018 until now, we’ve interacted and begun national and local partnerships. Along the way, we’ve continued to ask questions, listen and learn. The spectrum of leaders surveyed represent local to international leaders from traditional, multi-ethnic, urban and simple church-planting movements. Over 100 leaders have now been surveyed from about 35 American cities.

Our Objectives

- 1) To listen, learn and build a relationship with leaders in the American Church via a personal interview
- 2) To introduce Cru’s mission of partnering to multiply churches and missional communities in US cities
- 3) To discover potential future partners and ways Cru can best serve as kingdom partners

The Survey

1. What are the top few things Cru should be thinking about as we pursue this mission?
2. What hurdles or concerns do you foresee for us as we enter this new phase of ministry in the USA?
3. What benefits do you foresee of partnering together? What suggestions do you have on how to partner?
4. How could Cru best partner with you to help amplify what you are already doing to get the gospel to people “out there,” make disciples and multiply churches?
5. Is there anything you wished I’d have asked or does anything else come to mind?

Table of Contents

Section 1: Summary Statements	pages 2-5
Section 2: Possible Action Steps and Pursuits	page 5-6
APPENDIX 1: List of People Interviewed	page 7
APPENDIX 2: Highlighted Comments from Interviews	pages 7-13
APPENDIX 3: Church Movements Direction	page 14

“The Church is not a religious community of worshippers of Christ but is Christ Himself who has taken form among men. The Church is nothing but a section of humanity in which Christ has really taken form. The Church is the place where Jesus Christ’s taking form is PROCLAIMED and ACCOMPLISHED.” ~ Dietrich Bonhoeffer: *Ethics*

Section 1: SUMMARY STATEMENTS – perspectives and input received; values expressed

The following summary reflects a varying array of thought in three areas – The Church, Partnering and Cru. Some statements are from the church leaders themselves. Other thoughts are from our Cru Church Movements team that we believe worthy of our attention as a partnering movement.

The Church

1. **The vast majority of leaders within the Church are encouraged that Cru wants to see the Church multiplying.** There are multiple opportunities for strategic advance and high-level collaboration.
2. **Leaders are concerned and envisioned to see the church multiply** and develop leaders to increase the capacity of the church.
3. **Church leaders want partners to help maintain a missional focus.** The local church gives time to cradle-to-the-grave care, so it is easy to lose focus on the mission.
4. **We heard repeatedly**
 - a. **our tone and posture need to be that of a partnering servant**, “but bring your game – we need it”,
 - b. **come serve alongside and within the church** in evangelism and discipleship (as church-planters, elders, vital members or model-coaching partners) - show us how to talk to outsiders, develop leaders, mobilize for the community,
 - c. **mobilize disciples and volunteers into the life of the church** and encourage all trained alumni-leaders/graduates from campus to get grafted into the city and the church’s mission.
5. **Some leaders view campus ministry as “void fillers.”** It is true that campus ministries meet a huge need for the thousands of Christians that move to a new campus and away from their home church. These ministries become their community. But they are more than void fillers. These ministries reach out to the lost, make disciples, expose students to needs, send to the world and encourage accountability. With that in mind, any campus ministry is still a temporary community. We realize this. Cru loves the Church in all her expressions and seeks to serve alongside as missionary-apostles, servants and evangelists in building the church. Cru is not a parallel ministry, we are a partnering movement. We long to see the Church healthy, growing and faithfully fulfilling her mission.
6. ***“Mission and planting churches go together in the N.T.”***

Partnering

1. **Core convictions essential for collaboration**
 - a. a shared conviction that the Church needs to unleash its active members to share the gospel where they live, work and play – to reach the people “out there in our cities.”
 - b. among partnering entities: a mutual call from God, humility, good chemistry, common and compelling goals
 - c. sensitivity to, partnering with, and focusing upon ethnic minorities and immigrants
 - d. the gospel must be the centerpiece of all collaboration
 - e. transformative, healthy, reproducing churches in every segment of the city are essential for every man, woman and child being evangelized and experiencing the love of Jesus
2. Cru’s church-planting work as active members and vital elders, along with our partnering history with the Church, **may not be well known** in some regions of the country.
3. Those who were involved in a campus ministry similar to ours expressed that they highly valued it, but that **the campus ministry model is not reproducible outside of college.**
4. **Collaboration comes with a lot of noise and ideas that can easily distract us.**

5. **Pursuing diversity is key.** Minority pastors expressed questions/concerns regarding: a) can we submit to traditional African American leadership and denominations? b) whether or not dominant-culture-led churches and organizations could help with the financial challenges of being in ministry?
6. **A simple, brief profile for strong partnerships that will likely be forged:**
 - a. Partners will be friends that see us as vital Kingdom partners to equip the entire church.
 - b. They see the authority and role the missionary apostolic-leader and evangelist play in building the Church (Ephesian 4:11-13).
 - c. Together we move toward gospel saturation. multiplying discipleship and multiplying faith communities.
 - d. We will both be in mutual locations and have leadership capacity to pursue something significant together.
7. **There are many church-planting programs, training styles, curricula and potential partners** (Christ Together, Converge, MC2, City to City, Zumé/24:14, T4T, NAMB, Stadia, EPC, Church Intensive, The Summit, Antioch International, Exponential, GACX, Anglican Church/Greenhouse Movement and more).
8. **Many well-being issues present an opportunity for the Church. Mayors of US Cities have identified that cities have the following top 10 needs:** Health Care, Technology, Demographics, Environment, Housing, Education, Infrastructure, Budgets, Public Safety, and Economic Development.
9. Urban means urban local: diversity, distance (place and time differentiation from small towns), density of housing and merchants. **There are two urbans now** – the skinny jean, latte drinking kind of crowd and the baggie jean, non-dominant culture kind.
10. **We should work with immigrants.** Identify who is doing what, learn their language, understand them and unite to see what you can do together. Don't just come with your products. Listen. Discover. Build covenant relationships. Many seem to want *"training on how to disciple, and resources for evangelism, church-planting and strategic planning."*

Cru

1. **Come in as a learner and humble influencer** - we are often viewed as an independent, parallel ministry instead of a partnering movement.
2. **Our approach to the urban core will be:**
 - a. listen and connect with the indigenous leaders – build relationships and trust
 - b. share what we do well (five core contributions) and see if there is a fit or need
 - c. partner in our core contributing areas
 - d. empower them to lead (we're showing up to partner – not be the "Sage on the Stage")
3. **Many have been burned by some Cru representatives.** One pastor and national student ministry leader in the Evangelical Free Church said, *"We have a saying among us: 'To partner with Cru is to become Cru.'"* We may have some things to repent from and some relationships to mend.
4. **Be biblically clear re: what the church is and is not, along with her mission.** Because this was said many times, we wrote a white paper that can be located here: <https://churchmovements.com/perspective-the-kingdom-and-the-church/>
5. *"Those leading Cru Church Movements – this new initiative – will need to have passion, skill, organizational authority, resources and resolve to make this a success."* – Mark Reynolds, VP of Redeemer City-to-City
6. Some of our **staff have difficulty** embracing "church" as so many images, concepts and experiences arise for them. Our leadership culture must grow in an understanding and appreciation of both the challenges, the beauties, the theological aspects and the practical ministries of the church.
7. **Our best contributions as a partnering movement are:**

- a. Inspire and call the Body of Christ to live by faith and in glad surrender to the Lord Jesus Christ
 - b. Pioneering evangelistic leadership – innovative pathways to get the gospel to new places
 - c. Training resources for catalytic change (evangelism, discipleship, and mobilization)
 - d. Lost-to-leader processes (from our direct movement-building ministries)
 - e. Developing partnerships that collaborate and mobilize for love-in-action work :: open doors, create community and allow the Church to target new spaces in the city
 - f. Young leaders graduating from campus ministry (currently about 13,500 annually)
 - g. Team building and strategic planning
 - h. A globally broad network and young emerging-leaders; we can convene groups, organizations, churches and help accelerate collaboration
 - i. Mobility - send leaders to places where they are needed (empowered, financed, apostolic)
 - j. Leadership development resources (family, Personal Development Plans, theology, HR, executive coaching, etc.)
 - k. Avenues for going to the world
8. **We need to clarify our role.** Are we implementers or accelerators? Cru has always been both – we pursue direct and catalytic ministry; we will contribute to both supporting and initiating church multiplication.
 9. **Our two major metrics are** multiplying disciples (disciple-making evangelists/leaders) and multiplying faith communities. These get us to the scope of the Great Commission. Scope is not our mission; these two metrics are our mission. Scope is the outcome.
 10. **Cru’s love-in-action missional efforts have increasingly grown** (including opportunities for service, training that includes win-build-send as we serve, expertise in justice and mercy ministry, and city movement collaboration). To serve, resource and influence the Body of Christ, Cru entities that run in this stream should come together somehow (City audiences, Church Movements, Campus, Inner City and others). This connection should not be burdensome, but somehow serve to connect us for prayer, best practices and to create an environment where internal collaboration could thrive.
 11. **A huge asset – if we can successfully build and sustain a ‘campus-to-city bridge’ – are the thousands who are graduating each year from our campus ministry.** Cru Church Movements (City) partnering with Cru Campus is vital as we enter into this space.
 - a. **There is a need among Cru Campus for stronger understanding of** Cru City and Church Movements. America is now the 4th largest mission field in the world and the 3rd largest nation with the most UPGs (unreached people groups). Seeing American cities as a mission field is crucial. We cannot miss this. Theology of place, collaboration, faith/work integration and the gospel ecosystem are needed. This should be held in tension with our global sending call.
 - b. **Cru has a stewardship to prepare students for their future context**, which will largely be a city and church-based ministry.
 - c. **Let’s think about our mutual stewardship in two ways:** 1) co-creating an onramp for campus-trained multiplying leaders to expand the Church’s missional capacity and 2) helping them as young adults to continue walking with God – continuing to be used by God with purpose, vision and competency in the Great Commission in their new setting after graduation.
 - d. **Co-develop an assimilation strategy to train Cru volunteer leaders, staff, alumni and churches** for getting disciples into churches. *“Whet the appetite for church planting while on campus.”*
 - a. SPRING: exposure to *“Voices Unsilenced”* – discovering issues and options for city ministry
 - b. FALL/WINTER: City-Church Introduction Night on campus / Beyond weekend retreats with follow-up / Sr. Track at Winter Conferences
 - c. SUMMER: take part in either summer or spring mission in the city once
 - d. OTHER:

- Training package for new staff (see Faith Goal 1)
- FRESHMAN YEAR IN THE CITY: *Fellows Program* – Career Mentoring, Biblical Worldview Training, City Coalitions and Theology in Practice, Church Connection, Leadership Development Coach, etc.
- Consider piloting a campus/city team approach to planting churches in a few cities – **develop a Student Church Planting Network with NAMB and the Anglican Church (Greenhouse Movement).**

12. Great advice and encouragement we received repeatedly:

- a. Don't compromise on initiative evangelism, training for evangelism and discipleship
- b. Help church-planters meet community leaders
- c. Envision college students for church and city movements while they are with us
- d. Partner to reach the unreached and the diaspora people groups
- e. Focus on training leaders that multiply the church
- f. Regarding scope – don't get spread too thin and don't be afraid of limits – leadership development must not be neglected.
- g. Complexity does not multiply.

Section 2: POSSIBLE ACTION STEPS / PURSUITS

1. Create a training packet for all Cru staff: introduction to Cru's relationship with the Church; theology and the importance of the Church; The life and ministry of the pastor; learning the ministry philosophy of partnering together; What Win-Build-Send looks like off campus
2. Continue to multiply churches or begin establishing church planting models in the following cities: Kansas City, MO & KS; New York City, NY; Omaha, NE; Tucson, AZ, Los Angeles, CA, Compton, CA, Santa Anna, CA, Atlanta, GA, Houston, TX, Auburn, AL, Denver, CO, Fayetteville, AR, Louisville, KY, Chicago
3. Create a new leadership network within Cru that connects, catalyzes and communicates with all major Cru ministries that partner with the Church. Purpose: pray for each other, create an environment for strategic collaboration, maintain our partnering posture, one-voice messaging and communication with the Church
4. Create a Church Planting Readiness Center in Kansas City, a Student Church Planting Network and Partnering Church Catalyst Leadership Pipeline with NAMB, EPC and Greenhouse.
5. Consider partnering with Christ Together and pilot something together and help to have an "apostolic conversation" re: the culture of the Pastor-Driven model where apostles and evangelists are not in the leadership picture. Pick 3-5 cities in a learning-mode together with well-resourced pilots.
6. Consider bringing pastors to Orlando/Cru HQ to develop relationships with them. Host "Pastors Weekend" vision tour.
7. Consider asking Crawford Loritts, Claude Alexander, Adam E, Daniel Yang, Dr. Jeff Christopherson, Dave Ferguson, Charles A., Will Plitt, Dr. Alvin Sanders, Dr. Trent Hyatt, Keith Davy, Francis Chan, Troy Campbell, Greg Ealey, Curtis Sergeant to be on our Advisory Board. Ask John Piper & Tim Keller to endorse our direction.
8. Work internally with Jesus Film and EveryPerson.com to: develop training for all, to develop Life in the City, to develop app strategies, etc.; to plant or multiply churches among immigrants and refugees.
9. Partner for curriculum package productions with Cru Press; Rick James, Pat, Keith Davy
10. CTC is currently expanding to 10 cities. Perhaps we could establish a plan to recruit, screen and place staff or Cru alumni / volunteers directly with church plants where possible. Both sides can pick and

select people, locations, church plants. CTC would be interested in a staff member playing a church staff-associate role, part-time with the church, part-time on staff. Half salary could be from the church. Develop a national “pipeline” for ethnic staff interns. Provide leadership training, new staff development. Differentiate from other campus organizations and non-profits in City as having a direct commitment and partnership with the church. CTC wants to expand to additional cities and to non-PCA/Redeemer type churches and church plants. Example: negotiating how to partner with Alpha directly for evangelism program options for church planters. CTC CEO, Steve Shackleford, said he gets at least one phone call a week from someone or organization asking to partner with City to City.

APPENDIX 1: List of People Interviewed (72 listed of the approximate 100 interviewed)

List includes pastors, church-planters, local practitioners, scholars, national and international trainers of church multiplication movements and collaborations. Stats: Leaders w/ local focus: 40%; national focus: 32%; international focus: 28%; 20% minority; 8% female; # of cities: 35

Matt Adams	Community Impact Pastor, Westside Family Church, Lenexa, KS
Claude Alexander	Pastor, Park Church (NBC) Bishop, Kingdom Association of Covenant Pastors, Charlotte, NC
John Baxter	International Church Planting Executive Director, Converge, Orlando
Sean Brakey	Church Intensive Director, Pastor with Francis Chan <i>We Are Church</i> , San Francisco, CA
Sara Bushen	Executive Director, United Youth 4 Christ, Twin Cities, Ethiopian Evangelical Church Partner
Joseph Butlig	Executive Team of LA Reaching LA, LA Director, Church Movements, Cru
Carissa Chamberlin	Assistant Director of Ministry, Mission India, Grand Rapids, MI
Troy Campbell	Lead Pastor, New Life CityChurch, KC, MO
Dr. D. A. Carson	Research Professor of NT (TEDS), Theologian, Author, Pres of Gospel Coalition
Dr. Jeff Christopherson	Chief Missiologist, North American Mission Board of the Southern Baptist Convention (NAMB)
Bill Couchenour	COO, Exponential
Mike Constanz	Global PEACE Pastor, Saddleback, Orange County, CA
Rev Robert Crummie	Pastor, Mt Calvary Baptist Church, Atlanta GA
Rev Bob Engel	National Director of Church Planting for World Impact, Dean of their Urban Church Planting School
Kevin Ezell	President, North American Mission Board of the Southern Baptist Convention (NAMB)
Rev Lenard Ford	Group leader, teacher, former pastor, Atlanta, GA,
Brian Frye	National Collegiate Strategist, NAMB
Tim Hawks	Lead Pastor, Hill Country Bible Church, Christ Together Executive Team Member, Austin, TX
Henry Hutton	Church Planter Practitioner in Memphis, TN and in Uganda
Dr. Trent Hyatt	Teaching & Research Fellow, International Graduate School of Leadership; ThM DTS, PhD Univ. of Basel
Drew Hyun	Director for Hope NYC
Marty Jacumin	Pastor, BayLeaf Baptist Church, Adjunct Prof at SEBTS, Raleigh, NC
Jesus Film Project (3)	Jamie Wagner, US Director, David Bradley, Josh Newell, Orlando, FL
Rev Michael Jones	Pastor, Harvest Community, Birmingham, AL
Gary Kendall	Pastor, Indian Creek Community Church, Olathe, KS
Trey Kent	Sr. Pastor of Northwest Fellowship, Austin, TX
Gene Kissinger	Mission Pastor, Cherry Hills Community Church, Denver, CO
Mark Liederbach	Professor at SEBTS and former Cru staff. Wake Forest-Raleigh, NC
Layo Leiva	ALT for Latin America, Cru - San Jose, Costa Rica
Crawford Loritts	Senior Pastor, Fellowship Bible Atlanta, Board Member of Cru and Family Life, Atlanta, GA
Matt Love	Church Planting The Summit Church Raleigh/Durham NC
Phil Miglioratti	National Facilitator for Loving Our Communities to Christ, Mission America Coalition, Chicago IL
Todd Milby	National Trainer and Resource Developer, Christ Together, Columbia, AL
Luis Palau Association (4)	Stephanie Wieber (Director of City Gospel Movements, Levi Park (US Director), Kevin Palau (President), Lizzi Ng
Dr. Don Payne	Denver Seminary, Associate Professor of Theology and Christian Formation
Will Plitt	Executive Director, Christ Together, Winston-Salem, NC
Mark Reynolds	VP, Operations and Leadership Programs, Redeemer City to City, NYC
Tom Ricks	Church Planting National Director, Evangelical Presbyterian Church and Pastor in St. Louis
Scott Ridout	President, Converge, Orlando, FL
Phil Robinson	Pastor, Midtown City Light, Omaha, NE
Rev. T. Robinson	Minister of Discipleship, Detroit
Dr. Alvin Sanders	President & CEO, World Impact
Steve Shackelford	CEO, Redeemer City to City
Nathan Shank	Director, Trainer of "No Place Left", IMB missionary, Church-planter, Memphis, TN
Spence Shelton	Pastor, Mercy Church, Charlotte, NC
Curtis Sergeant	Zumé President, former e3 VP and IMB missionary to EA; Dir. Global Strategies for MetaCamp, Dadeville, AL
Mark Slaughter	Inner Varsity Regional Evangelist, Indianapolis, M.A.C.'s National Facilitator Emerging Generation,
Dan Southerland	Pastor, Westside Church, KCK, Church Planting Coach with New Thing
Don Steadman	Global Missions Director, Antioch Community Church & Int'l Ministries, Waco, TX
Drew Steadman	USA Church Planting Director, Antioch Community Church & Int'l Ministries, Waco, TX
Lee Stephenson	Executive Director of Church Planting, Converge, Orlando FL
Eric Swanson	Missional Leadership Specialist, Leadership Network, Boulder, CO
Henry Tan	International Director, San Diego
Jake Thomen	Campus Pastor for a non-denominational church :: Millennial, Austin, TX
Mike Tilley	Sr. Pastor Lake Baldwin Church PCA, Orlando, FL
Elvin Torres	Lead Pastor, New City Church, Omaha
Will Touburen	Executive Pastor, Discipleship The Summit Church
Todd Unzicker	Missions Pastor The Summit Church
Eric Welch	Vice President of Strategic Relationships, Christian Employers Alliance, Miami/Fort Lauderdale, FL
Rebecca Walls	Director, Unite Greater Dallas
Guy Wasko	Manhattan Director for Church-Planting Initiative, City to City, NYC
Billy Waters	Lead Pastor, Wellspring Anglican Church, Englewood Colorado
Todd Wilson	CEO, Exponential, Tampa, FL
James White	Pastor, Christ the King Church, Executive Director, YMCA, Raleigh, NC
Lee Wood	Church planting pastor and businessman in Tampa, FL
Daniel Yang	Director of the Send Institute (Think Tank for Church Planters)
Tyler Zach	Pastor, Citylight Benson Church, Omaha, NE

(Plus, over 30 leaders from Reformed Church of America, the Anglican Church, Evangelical Free, multiple local churches, NAMB, and City Movements)

APPENDIX 2: Highlighted Comments :: Informative Perspective or Helpful Input

#1. Top things Cru should be thinking about as we pursue this mission

"I have been so equipped and prepared from the tools I learned in my time spent in Kansas City with Cru at the "In the City for the City" summer project. From being exposed to the darkest places of our Country to the training and personal development that I received from the team in KC, my faith and walk with Jesus has never been the same and my workplace now has so much purpose and potential. I saw what life in ministry was supposed to look like for the first time and I haven't been the same since. I learned how to move into uncomfortable places, ask good questions, and be confident in having spiritual conversations as I share the Gospel with my coworkers and learn more about their stories. I learned how to rely on the Holy Spirit and have become even more aware of how crucial my personal time with Jesus is throughout my day."

—Millennial, School Teacher

"I'm glad you are in church planting mode. It's a better fit to plant churches than to train. A Cru movement could become a church. If you ever did plant churches, plant self-governing self-propagating churches. Do not fund them and do not have bishops. Don't have them report to Cru and do not spend money to keep them going. Have a healthy local church that has planted it and watch over it." (He thinks that can help the groups from drifting.)

—Missions Pastor, Southern California

"The story of how Cru moved into this new mission is huge. It's a great story to see Cru is returning to its original roots, in a sense. Knowing that Bill Bright loved the local church and wanted Cru staff to love and serve the local church is a major plus. Play up the care that Cru has had for the local church since the beginning."

—Missions Pastor, Denver

"You need to define "Church". Figure out your ecclesiology and be able to state your view of "Church" in crystal clear way. WHAT are you engaging or WHAT are you defining as "Church"? How do you define, design and do church?

—Pastor, Colorado

"Raise awareness of our history of doing this around the world, and we're now coming home. You have learned sensitivities around world, and the Church needs your core skill set – Evangelism and Discipleship. Work with early adopters – other will join you."

—Pastor, Charlotte

"Our two metrics are multiplying disciples in the context of missional communities that develop a citywide vision with other missional communities."

—Church Planter and Area Team Leader, Latin America

"Work with immigrants. Get to know them. When multi-ethnic groups work together, people ask, 'Why is this happening? I've never seen this before.' It is powerful! Jesus said that 'all men will know that you are My disciples, if you have love for one another.' (Jn 13:35). Immigrants are URGENT to learn, grow and implement their dreams for coming to America. Use that motivation and openness to build into their communities. If we don't evangelize them, the Muslims will! Our kids will be affected. If your kids aren't disciplined, we will lose them to meditation, eastern religions and radical Islamists."

—Ethiopian Church Planter

"Cru can't take the leadership role. We have to be behind the scenes. Large churches like ours don't see the need for Cru. Cru used to be the pioneer... but the script has changed... The ministries that are going to survive are those who subordinate to the church ... (?) Call in chips with Tim Keller and get him to endorse our direction. You need allies with larger platforms."

—Pastor, Atlanta

"How you communicate is important. Skepticism runs high among my generation. Come alongside people. Affirm their feelings, thoughts, perspective...don't throw Scripture at them unless they are ready for it."

— Missional Leader

"Be clear on your mission, your metrics and ministry philosophy – be true to the culture that honors your convictions."

—Pastor, National Church Planter

"Don't be model and strategy-driven. Confront the culture with your core convictions. It needs to be organic not programmatic. This is a HUGE opportunity for you!"

—National Leader, Church Planting

"Don't sell a product, rather become a part of the fabric of a local church."

— Church Planter, NYC

"Cru's role will be to continue to find 'elegant solutions' – where you get the maximum result from less effort. That will be our value add. The X factor makes something easier, more frequently used and common – like the Four Laws did for personal evangelism or the Jesus Film did for overseas church- planting."

—National Missional Leader and Coach

"...the point is not how can you help what is being done, but how you can change what is being done... Come in and make outrageous statements. Highlight what is MISSING! Make the statements that others cannot make. The BAD NEWS of what I just suggested is that it could THREATEN Cru's income. We have a lot to lose. I'd be FAR HAPPIER if we caused the global body of Christ to get after it. Cru, take risks. You can work with churches to adapt their existing small group structures, but don't try to get the whole church to change! Look ONLY look for the early adopters - those who are interested in missions. Equip for as they reach out, they can then be molded to do it in their own congregation."

—National and International Church Planter

"Work to understand what churches are currently doing - the missionality of the church is moving forward in a good way. Young leaders are planting church movements like CRU has wanted; they are doing what CRU use to do. Be aware of the Gospel Coalition - lots of learning going on already among church leaders."

—Pastor, Florida

"Don't assume that pastors and churches are lined up with what the mission is..."

—Pastor, Atlanta

"Be biblically clear re: the mission of the church. The Church is God's called-out community, that evangelizes, builds the church as a separate eschatological community. Preach and teach and lead to maintain godliness, to obey God, and be counter-culture. We are to build up a Christian Culture among the people of God, not transform culture. What is missing in the western expression of the Church is conformity to Christ. If the world does not like it, that is too bad. We are alive to please Christ, not reach and shape the culture. We cannot trim the gospel."

—Theologian, Author, Professor

"They (Christians) meet and meet and study, but they never act. In the traditional church in America there has never been real training, equipping and accountability. Americans do not think they are lost."

—Church Planter in Africa and Tennessee

"I was led to Christ in a campus ministry similar to yours. It was awesome. But that model was not reproducible outside of college. Keep embracing that mission and planting churches go together in the NT. Also, there is value in multi-generational ministry. We don't really find age-based ministry in the NT."

— Church Planter, Northern California

"You need to think about what exactly your role will look like, and how you will partner with churches and orgs. "Who's got the 'lead foot' in the dance? Cru or the partner?" You need to think about how you as Cru can fully be Cru while also

allowing any partners to fully be themselves as well. Churches or networks might view Cru as overly developed, already up and running, and having a "wonderful plan" for them and their ministry -- coming in with an agenda. You will need malleable strategy to support all kinds of churches in their indigenous contexts."

— Theologian, Professor

#2. Hurdles or concerns you foresee as Cru enters this new phase of ministry in the USA

"Don't tell church what to do. Come in as servants. Don't be seen as an outside-church group."

—Pastor

"There are lots of the theological expressions people don't fuss over, but complementarian / egalitarian issues are important. On the positive there is some flexibility, but you will have difficulty partnering with PCA, Acts 29. Christ Together, etc. unless you are complementarian."

— Theologian, Author, Professor

"Campus Ministry models, tools, don't always translate well from campus to community, or city. Example Knowing God Personally more difficult to use in NYC with millennials, Redeemer church audience. Tough culture shift from large campus background of involvement with Cru when come into major cities. Cru has been accused of being too "thin" theologically in past. CTC has been accused of being arrogant and having only way. So just realize there will be criticisms and biases. CTC is particularly "gospel-centric" and look for that approach and posture in partners."

— CEO of national church planting group, and fellows' program

"You need to go to churches and ask them to tell you what they need, to do things on their turf without any name recognition. ...maybe there are some hidden biases with our view toward the church... Cru needs to start a different narrative and deal with our history of framing everything around our whiteness."

—Pastor and Executive Director of YMCA

"Collaboration, which we are huge fans of, is a double-edge sword. It comes with a lot of noise. So, be sure you know your own voice."

—Pastor and leader of national church planting group

"What kind of ecclesiology does Cru actually have? What does "the Church" mean to you? People will want to know why you care about local churches; what's the driving motivation for being involved with churches?"

—Theologian, Professor

"Not starting out as a "Church" specific ministry will create challenges for Cru. Also, it will create challenges for everyone involved with Cru -- staff and students. People overwhelmingly tend to end where they started; they circle back to the place/ministry where they originally were rooted. Bringing in an authentic Church flavor to Cru will be hard."

—Pastor, Colorado

"Honor the vision and position of the church we are working with re: women's role."

— Pastor, Atlanta

"I see parachurch as the church, but many don't. The structure of the partnership will be key. What kind of churches will these be? Will Cru start own churches? Trust will be huge."

—Pastor, TX

"Make sure you mention that Cru is not selling anything. I think you all model this well - it feels like you are looking to both serve and influence."

—Pastor, National Missional Leader, Intercessor

"Cru has a longstanding reputation of separation from the church, especially campus. This doesn't encourage and model active participation in the local church."

—Pastor, National Church Planting Leader, TX

"Why is Cru running outside its lane?"

—Pastor, Alabama

"Cru doesn't have a good reputation with partnering with the local church."

—Pastor, N. Carolina

"Humility is attractive and desired by future partners. My experience is that not all Cru staff do well at coming across as humble."

—Missions Pastor, Denver

"Cru has to slow down and invest into church planters who are skilled."

—Church Planter in Africa and Tennessee

"A) Cru believing that they have the ideas/tools/or the ability to convene churches. It is already happening - learning from other pastors B) Doesn't see any Cru materials that he would want to use except he does use the Priority Assoc. 4 follow up series to a new believer. Also, Family Life - The Art of Marriage. Cru materials are not church/gospel centered. C) Pastors learn from other pastors - not Cru. D) He sees many staff wanting to "consult" or somehow "convene churches" - they need want practitioners."

—Pastor, Florida

#3. Benefits you foresee of partnering together :: Suggestions on how to do that

"You have great people who must be good trainers. Your model, values and outlook are incredible. This would be a value for any church because it always comes down to people. The training that I've known is great. It changed the way my friend communicated the gospel."

— Missional Leader

"Cru has some core competencies that some churches don't have. Some are so ingrown. So fearful. Show them how to talk to outsiders. Carefully impart this skill and motivation."

—Seminary Professor, Theologian

"Find a group nationally and partner with those that want to plant churches by universities. // Develop and assimilation strategy to train Cru staff, alumni and churches for getting disciples into churches. Make sure your staff are tested and developed. They may have biases against the church. // Churches need evangelism pathways into the community for their members."

—VP of Church Planting Group

"Cru does discipleship training and evangelism skills. Church planters have to engage in gospel conversations and move people into discipleship – the ones who can do that in church planting are DECREASING."

—Executive Director, International Church Planting Society

"I suggest you make Co-Journers the backbone of your evangelistic training."

— CEO of national church planting group

Staff taking on leadership in the church and doing evangelism/discipleship to serve the church. Being practitioners of ministry for the local church - not just idea or consultant guys. Show ways for the church to serve the city."

—Pastor, Florida

"Any local church that does not know its mission or has no imagination for its mission, Cru can jump start that. I think they can be a strong catalyst. Help churches get moving in their mission."

—Pastor, Colorado

"None in the urban city."

—Pastor and Missional Leader, Detroit

"The fact that Cru brings people. Cru gets access to people -- both numerically and relationally influential. You bring students. Cru is big and known. They are good at what they do. They know how to do outreach and provide training. They are innovative with evangelism and discipleship."

— Theologian, Seminary Professor

"In the mind of the church planter, their heart is for the whole, including evangelism, but not exclusively evangelism. Most church planters will realize they can't do everything, and that Cru can bring evangelism, discipleship, missions opportunities. Offer direct help in evangelism and outreach. E.G. Alpha is providing for many church plants the how to, literally "plug and play", and don't have to anything but motivate to get people there. Offer a 'discipleship pathway'"

—Church Planter, NYC

"There are many times when a church has great intentions for evangelism but they don't know how to do that..."

—Seminary Professor, Author

"Be 'seen' serving the Body of Christ through the local church. Serve the local church by training in evangelism and discipleship. Offer training, manpower and mobilization."

— Pastor, National Church Planting Leader

"I learned a lot and was challenged by what you and the other speakers shared with us. I appreciate the opportunity and invitation to be there representing Family Life, and look forward to the chance to transfer the heart and concepts of what was taught, to our Pittsburgh Team."

—Family Life City Director, PA

"Especially in a city like NY, the word "Evangelism" will often conjure up an image of a 50+ year old women entering a subway car and passionately (and sometimes harshly) speaking scripture and beckoning passengers to "Consider Their Ways". This image has often pushed the contemporary believer to excuse themselves away from the table called "harvest". The tools and training are invaluable as they intertwine: mission, need, strategy and simplicity."

—Pastor, Brooklyn, NY

#4. How could Cru best partner with you to help amplify what you are already doing to get the Gospel to people "out there", make disciples and multiply churches?

"Model your experience with the right person, contagions – who share their faith!"

— Theologian, Author, Professor

"Whet the appetite for church planting while in campus. How many are being challenged to be a missionary or be a church planting. WHAT AN ASSET! TIDE can turn if you plug people into church-planting teams it would be incredible. Use leadership gifts and ministry skills to further the mission of the church."

—Pastor, Florida

"Channel campus students and graduating students to local churches... We would love to have a working relationship with Cru in which a benefit to us would be Cru helping us find potential church planters."

— Missions Pastor, Denver

"Cru needs to communicate with churches how they can be a part of reaching the campus. Churches need to partner with campus ministry and other ministries."

—Pastor, Austin

"Help the church-planter meet community leaders."

—Millennial, Pastor, Austin

"I've been connected to well-being initiatives and gospel city movements for years. But we haven't been connecting the good news to the good deeds. I'm grateful for the training and encouragement to combine them (good news told, and good deeds shown) so we can get the gospel out there in our city."

—Pastor, City Gospel Movement Convener, Kansas City

*"Let's partner to bring *The Changing Face of Evangelism* and possibly *Sent 6:7* to our Serve the City Festivals (campaign strategies that engage 250-350 churches per city)."*

— North American Director of Evangelistic Mission

#5. Is there anything you wished I'd have asked or does anything else come to mind?

"I love the direction you are going! Other parachurch organizations could learn a lesson from how you are going about this as well. I commend Cru for reaching out."

— Missions Pastor, Denver

"Help us with the 'apostolic conversation' re: confronting the culture of the Pastor-Driven model where apostles and evangelists are not in the leadership picture."

—Pastor, National Director of church planting group

"I'd like Cru to see the more traditional African Church as a pool to draw recruits."

—Pastor, Atlanta

"CTC has an Apprentice Program that recruits 22-28-year old's who are not settled into a career, or location, or necessarily even one church involvement. They are screened, go through an application process, and then commit to a church plant and being available to the pastor/church planter as volunteers. CTC provides a nine-month leadership development program for the volunteers who commit. Cody Dunn, staff member with CTC, former Cru staff, still affiliate and volunteering with Millennials, is coordinating that program. Reiteration of need for Cru to partner and make clear what are their contributions and products, but bring to the table with a listening ear. What are the church plant's/churches/church planting organization's needs that Cru might be able to contribute to."

— CEO of national church planting group

Church Movements Direction (CITY/GCM USA)

partnering to make Jesus known, multiply the church and serve the city

OUR MISSION & VISION

Cru's mission is to win, build, send Christ-Centered disciples who launch spiritual movements.

Church Movements contributes to the fulfillment of our mission by partnering to establish vital, multiplying and sustainable churches and faith communities (*).

Our vision is *that every man, woman and child know the gospel and experience the love of Jesus through vital, multiplying communities.*

Picture transformative, multiplying churches in every segment of the city that communicate and demonstrate the gospel to every person.

() a church or faith community is a group of followers of Christ practicing Acts 2:42-47, contributing to Act 6:7 movements*

OUR STRATEGIC OBJECTIVES

1. The gospel shared and demonstrated to 160 million people in the US
2. Establish 160,000 churches/faith communities – giving every unreached person access to one vital church
3. 1 Million believers mobilized to love, win, build, send

FIVE CORE CONTRIBUTIONS

- **Connect to Jesus** - we connect people to Jesus through meaningful, conversational evangelism that is wise, gracious, open, clear, and we help leaders develop comprehensive gospel engagement plans
- **Develop missional leaders** - we equip for evangelism, discipleship and leadership development
- **Mobilize the Church** - we support and initiate missional community and church multiplication
- **Partner to serve** - we partner to make Jesus known, multiply the church and serve the city
- **Resource church multiplication** – we develop and share tools, resources, processes and strategies

OUR ORGANIZATION

National Leadership Team (mission and culture)

Working Groups/Cohorts (execution, communication and resourcing) responsible for national and local execution, and regular cohort meetings with all CM staff that share similar mission focus to: a) learn from each other, b) increase missional effectiveness, and c) invest in staff development

1. Catalytic & Church Planting Mobilization & Partnerships
2. City Leadership Networks
3. Internal Cru City Collaboration
4. Strategic Resource Team