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| The Powerful Percent |

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| Dear Members of Trinity:**Q: Why Reach the University Students of the World?A: They are the Powerful Percent!**In 1886 the first ever Christian conference for college students was held at Mount Hermon, MA. The last night of the conference, 250 students were given a challenge by Robert Wilder to take the gospel to the world as foreign missionaries. One by one, 100 came forward to say, “Yes.” These were students from schools such as Yale, Harvard, Dartmouth and Cornell. As a symbol of their commitment each student signed a pledge.“We the undersigned, declare ourselves willing and desirous, God permitting, to go to the unevangelized portions of the world.”This was the beginning of what came to be know as, “The Student Volunteer Movement,” and over the next 50 years these missionaries would go to the far corners of the earth. 20,500 missionaries were ultimately sent out and became the greatest missionary endeavor in the history of the Church.**The Strategy of Reaching the World: The Powerful Percent**If you were to ask any missionary today what is the most needed resource to fulfill the Great Commission, their answer, almost unanimously, would be people. And the most influential percentage of every country’s population are on the universities today. The students of today will become the leaders of tomorrow in business, education, government, the Church, missions and more, thus the title, “the powerful percent.” Imagine if the hearts of this small sliver of society were transformed and gripped by the love of Christ, the influence and impact they could have would be immeasurable. **A Time of Calling**If you trace back the spiritual journey of today’s most influential Christian leaders worldwide you will find that many of them came out of a campus ministry. Whether pastors serving Christ under Communism, church planters in South America, evangelists in East Asia, or missionaries to the Muslim world, many were called into ministry during their college years. |

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| **Q: From where will the next generation of pastors and missionaries come from?A: From the campus ministries around the world of Cru and other like minded groups.**It will be from these campuses that we will see a generation of laborers who will see the Great Commission fulfilled.The strategic nature of missions to university students worldwide is that you are not simply reaching a campus with the gospel, but raising up the next generation of Christian leaders who will complete the Great Commission. Campus ministries continue to hold the answer to Jesus’ prayer that God would “send our workers into his harvest field.”**Shaping World Changers**In October 1835 Karl Marx showed up at Bonn University, joined the “Young Hegelian” club, shed his Christian upbringing, became an atheist and embraced communism. Today, the campus is still a battleground of ideas and ideologies, vying for dominance and competing for followers. Everyone will graduate as believers, but in what?It is not a question whether the future leaders are on the campus today, or even if they will shape and influence their country and beyond. The question is *who* will shape and influence these leaders and *who* will win the battle for their hearts and minds? And if these leaders can be reached today, what affect might that have in the advance of the gospel tomorrow?So to that end, what do we do as missionaries?**Our job description:**Mobilizing the world’s greatest potential group of messengers (college students)with the greatest news of all time (the gospel)to reach the areas of the world with the greatest spiritual need (fulfill the Great Commission).**Our calling:**Every student, every campus, every nation...until the Great Commission is fulfilled!Come help change the world! Jesus saves, |

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