

Proposal

Title - Marching to the Beat of a Different Drummer: Rethinking Evangelism on College

Campuses

Program of Study – Worship Studies

Presentation Type – Paper

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Proposal

This paper examines the need for a new method of evangelism on college campuses. Studies completed by the Barna Group and LifeWay, determined that students who participated in church during high school do not continue to participate when they reach college. Due to the current social climate that exists between the church and the community, and the legality of church, state, and the constitution, reaching these students becomes a difficult task. In addition to social and legal pressures, our campuses are increasingly more racially and ethnically diverse. We can no longer lead with a lecture on the love of Jesus and the plan of salvation. We will have to lead with the love of Jesus as demonstrated through our service to their community. If we are going to bring college students back to church, the church must learn to reach these students in new ways and rethink our methods of evangelism. This paper, through a case study of the partnership between First Baptist Church in Statesboro, Georgia and the Georgia Southern University Southern Pride Marching Band will demonstrate not only the need for new methods of evangelism, but also their effectiveness in reaching students for Christ. This new method will rely on building relationships and demonstrating the love of Jesus through a lifestyle of worship and service. It will require a greater understanding of the life and ministry of Jesus as a model for our ministry. Moreover, rethinking evangelism will require us to show respect for the University community, the laws of the state and of the country, as we think of new and creative ways to minister to a multicultural and multiethnic community that resides at a public institution.