

Getting College Student Contacts

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What we did at Campus Crusade for Christ in Madison was to set up “Dinner Line Survey” tables. We reserved tables in the lobbies of all of the cafeterias for lunch and dinner times, two days in a row, for a total of four exposure times.

We offered free candy as an attention getter and asked the students to fill out a “30-second survey” for a chance to win \$200 at Best Buy.

The survey had these questions:

1. General Info: Name, Dorm & Room#, Phone, male/female, email, year in school
2. Which of these TV shows best describes your summer: Sports Center, fear factor, cops, trading spaces, family feud, etc.
3. What I’d most like to find at the UW this year: success, opposite sex, good job, myself, good friends, meaning in life
4. I’d like a free article: (list articles we provide – a good excuse to visit them – something they asked for)
5. Some people think you can know God personally, what do you think? Sure, not a chance, maybe
6. I’d be interested in how to know God personally: yes, no, worth a try
7. On a scale of 1-10, how interested are you in info. on small group Bible studies or Christian fellowship available on campus?

This was our main contact generator for the whole year. We actually got bumped one of our table spots last year in the southeast dorms and the campus director said that hurt us for the whole year.

So Joe and I adapted this and went to the College of DuPage. We had free candy and water but didn’t do the Best Buy thing and had only a few people stop at our table. The next week we went back offering \$100 at Best Buy for filling out a survey, and still offered free candy and water. Many more people stopped, we got 32 surveys filled out and now 3 people from the college come to our church regularly. We did this in the middle of the summer. We’re planning on going back in the fall for the first week of classes for two days from 10am to 2pm to hopefully get a load of contacts, since many more students will be there.

Here are our adapted survey questions:

Name, Address, Phone, email

1. What don’t you like about church?
2. What would make church better?
3. How would you feel about a pastor that wore jeans and had tattoos?
4. How would you feel about a church that played alternative rock music?
5. How could a church help you specifically?
6. Comments/Questions?

We then called the contacts a few days later to let them know they didn’t win (except one guy) and to also take another opportunity to invite them to church. I let them know that if they were not interested that it would be the only call they would receive- they weren’t all of a sudden on some crazy church’s list of people to call every month.