



# Game Plan—Leader Edition

No coach goes into a game without having a plan to succeed. Youth Alive is a strategy for demonstrating the gospel of Jesus Christ through both words and actions. Take the necessary steps to recruit, mobilize, and coach your students for successful campus ministry.

## RECRUIT

Baseball legend, Babe Ruth, captured the importance of teamwork when he said, “the way a team plays as a whole determines its success. You may have the greatest bunch of individual stars in the world, but if they don’t play together, the club won’t be worth a dime.” He recognized the entire team was responsible for every run scored. How much more true of the team needed to win the campus for Christ.

Jesus told the apostles to make disciples of all nations, which can also be understood to mean all groups of people—including students. He instructed His disciples to teach each other to obey everything He commanded, notably the Great Commission.

As you recruit students, remind them that it is their responsibility to reach the students on their campus. Challenge them to make a personal commitment to share God’s hope with their peers more purposefully. Jesus’ message of hope includes freedom, purity, life, and a positive future. Every student needs to hear this message of hope. It all starts with students reaching students.

## MOBILIZE

Every spring, major league baseball teams enhance their winning edge through a process called training camp. Before players show up for the first game of the season, they spend much time in preparation on the practice field.

“Everyone who competes in the games goes into strict training” (1 Corinthians 9:25).

Strict training implies hard work and a striving for excellence. Mobilizing students for campus ministry can be hard work. But hard work eventually pays off. When you strive to know, understand, and apply the game plan, you will mobilize your students for effective campus ministry.

## COACH

The campus club coach is responsible for mentoring and empowering the students and student leaders of a campus club. The difference between the campus missionary coach and the campus club coach is simple. The campus missionary coach focuses on individual students and their individual effectiveness on campus; the campus club coach focuses on the club as a whole and gives guidance to the club’s leadership.

A campus club coach is normally a youth pastor or youth leader from a local church. He or she must be concerned with all Christians in the club, regardless of church affiliation.



## CHECK YOUR PULSE

The campus club coach assists the student leaders as they assess the ministry needs of the campus and the ministry plan for the campus club.

Ask the club leadership to evaluate the club based on the following:

Pray—Do you participate in active prayer for the campus with other Christians?

Unite—Are you unified in heart, mind, and purpose with other Christians on campus?

Lead—Are you demonstrating a leadership role to reach the campus?

Share—Are you actively sharing the gospel?

Equip—Are you equipping yourself and others to reach your campus?

Answering these questions can help the leadership evaluate strengths and weaknesses of the club. Once you make the assessment, the club can better focus on strengthening the needs of the club through its programming.