



## An honest Appeal to College Leaders

Dear College Leader,

Technically this is a marketing piece, but I don't want you to see it this way. Yes, in order for my ministry to operate I need to sell resources, and in order to sell, I have to market my material to current and potential customers like you. However, that is not the real heart of this letter.

Recently I sent a brochure to you with a question. The question was **"What if the next trend to reach college students happened 2,000 years ago?"** It referenced a familiar passage of Scripture in Matthew 16: 13-15-17 where Jesus, after asking Peter "Who do people say that the Son of man is," asking him directly, "But who do YOU say that I am?" we know the answer and the rest of the story, but the question that Jesus asked Peter is the reason for my appeal to you today.

Jesus knew Peter on an individual basis. In short, he had a relationship that enabled him to be disciple. In a world that looks for the next trend to reach the masses, Jesus, two thousand years ago, reached the individual. Sure he reached the masses at times, but the bulk of his time was spent with his disciples. I won't belabor the point; we all are so familiar with Peter's life found in the pages of the Bible. But think with me for a minute about the transformation of Peter's life. From the Gospels, through the book of Acts, and finally through his writings, (1 and 2 Peter) you can clearly see the impact of the time that Jesus invested in him personally. From fisherman to apostle, Peter was radically transformed a result of Jesus spending time teaching him, equipping him, empowering him, and ultimately mobilizing him. There was a purpose in doing so because there was a purpose for Peter's life. I can't help but to believe the same is true for your ministry and your students. God has a purpose for each individual.

Like you, much of my ministry has been focused around young people. I know firsthand that the opportunity that you have is like none other. God has placed you at the crossroads of their lives to direct them toward the purpose He has for them. In a day and time where statistics tell us that between 88-90% of college students leave the church upon high school graduation, some to never return, the four year opportunity is more important than ever before. I know that you must provide programs and mission opportunities for the large group and I think it is vital to do so. But my appeal to you is simply this: don't let the busyness of doing group ministry get in the way of equipping the saints (Eph. 4:12) at the individual level. Sadly, in many areas across the country this individual hasn't changed in 2,000 years.

I believe this so strongly that I have spent my life and ministry developing resources to help the ministry leader reach the individual and the individual to reach their God-given potential. If I can be of service either through the resources I've developed for students or to you personally, it would be my privilege to come alongside you in this great opportunity that God has given to you.

Your Partner in ministry,

A handwritten signature in cursive script that reads "Jay".

**Jay**

*Founder & President of PLACE Ministries*