

A caring community passionate about connecting people to Jesus Christ



GETTING TO KNOW  
DESIGN MOVEMENT



Dear Friend and Co-Laborer,

The landscape of the college campus is changing. Each year thousands of new ethnic minority and international students step onto campus for the first time. It is estimated by 2020 that more than half of all students will be ethnic minority. At the same time, opportunities are budding for ethnic minorities and those from other countries who are serving as faculty at every campus across the country.

In Cru, we've always dreamed that every student and every faculty would have the opportunity to know Jesus in their own heart language and that they'd be able to share His love with friends, family, community and world. In Ethnic Field Ministry, we intentionally reach out to students and faculty from ethnic minority and international backgrounds and trust the Lord for movements to spring up around them.

As partners together in sharing the love of Jesus with every student and faculty, and in seeing new ethnic movements planted, we've prepared this Design partnership guide. The partnership guide represents a collaborative effort of Campus Field Ministry, Ethnic Field Ministry and all of our National Ethnic Ministries. It is designed to help further clarify the critical steps needed as we partner together to see scores of new ethnic ministry movements planted.

May the Lord richly bless you as you take steps of faith to believe Him for new ethnic movements on your campus!

Godspeed and God bless!

Sam Osterloh  
Executive Director  
Ethnic Field Ministry





## WHO WE ARE:

The Design Movement serves the South Asian American community by offering spiritual resources and a place to find community. Design is not just a ministry to South Asians; we believe God will help us reach the world through South Asians.

Most of the students involved with Design are of Indian descent, but the South Asian community also represents students whose family background is from Pakistan, Sri Lanka, Nepal, Bangladesh, Maldives, and Bhutan.

### OUR MISSION:

- Turn South Asian American students and faculty into Christ-centered laborers

### OUR VISION:

Design seeks to reach South Asian American students with the Gospel and encourage them to:

- walk by faith
- communicate their faith
- multiply their faith

### THE OPPORTUNITY:

For decades people from South Asia have been coming to the United States, especially as college students. As they have settled in the U.S. and had families, their children are now on college campuses across the nation. While some South Asian American students are comfortable being involved in Cru, the majority of South Asian American students will not come to traditional Cru meetings/activities.

Strategically they also represent one of the wealthiest ethnic demographics with tremendous influence in America as well as South Asia. Many South Asian Students are highly motivated and have ambitions to lead in the medical field, engineering, and business, yet maintain family ties to South Asia.

### PARTNERSHIP

Partnership is all about relationships! We want to build relationships on the foundation of trust and being in it together in seeing Design Movements launched. Each person brings strengths to the table and we need each other if we are going to reach this community of students and faculty. As Design we commit to giving you consistent coaching. As a Design Ambassador we need you to be working with South Asian Americans and offer insights about the campus and/or the students.



## PARTNERING USCM GUIDING PRINCIPLES

TO PLANT AND GROW movements that bring the reality of Jesus to every student and every faculty member will require a radical level of cooperation within the movement of Cru, as well as the greater body of Christ. As leaders in the USCM, we work in overlapping spheres of responsibility, influence, and scope, but with a common aim and mission.

All of the above necessitates having agreed upon principles for working together and partnering. These principles are presented in order to lay a foundation.

Our hope is that we will be able to build on them and capture this moment in history when God has given us so much, and yet, there are so many who remain untouched and unreached.

# PARTNERING USCM GUIDING PRINCIPLES



## TIPS FOR PARTNERING WELL

1. Don't use email as your only communication.
2. Carve out time to be face-to-face.
3. Invite partners to participate with you in strategic planning and direction setting.
4. Include partners at strategic venues.
5. Learn about majority/minority context & issues.
6. Ask questions to discover where your vision and plans connect, or don't seem to fit, or you just don't understand what is being said.

## RELATIONSHIPS FIRST

The bedrock to effective partnering is trusting relationships built between leaders over time. Trust grows and understanding increases as relationships are built.

This will take time and money, but an investment made in relationship builds the foundation of trust necessary to weather the storms of problems and confusion when they come. The ease or inability to address partnership problems is directly related to the quality of relationships between leaders.

Mistakes will be made, problems will come up, but there must always be a commitment to full disclosure, not silent toleration. This could include dealing with wounds of the past, trust issues that have surfaced and moving towards forgiveness. "Relationship First" means building trust, communicating fully, and honoring one another at all times, privately and in public.

## PARTNERING AS PEERS

Every leader comes to the table as a peer and as an adult, not one-up, or one-down. We view one another as being both in need and in having something to offer. It is not healthy to only send or only receive. Learning to humbly receive and generously give is for growth and maturity for each person and each ministry. Every plan should include ways in which partners both give and receive in the mission.

## SHARED RESPONSIBILITY IN SHARED SCOPE

No single entity has all the necessary resources, but when we work together we can help fulfill our mission in reaching each student and faculty member of every culture, in the United States and globally.

Shared responsibility opens access for collaboration in leadership expertise and knowledge, and allows us to learn of opportunities to contribute that go beyond just people and money. There is an open handed spirit that says to other leaders, "We need you, we can't do this alone, and don't want to do this alone." We affirm a commitment to strong mutual, urgent and specific goals and partners should strive to that end.

In the case of reaching ethnic minority and international students within the United States, our organizational norm is to plant and grow contextualized movements in partnership with the National EFM Ministries.

## MUTUAL STEWARDSHIP OF GOD'S PEOPLE

We share stewardship for the students and faculty of the world. We are not the sole stewards.

Partnership means moving from...

» sole stewards to mutual or shared stewardship

» personal responsibility to shared responsibility

» autonomous working to collaborative working

» Isolated to connected

» "mine" to "ours"

» single to multiple

» independent to partnered

» insulated to communal

## VALUE CONTEXTUAL EFFECTIVENESS

The strength of a global organization grows in its ability to regularly bring together contextual insights, organizational expertise, skill-sets, etc. This promotes a great exchange of ideas and best practices, allowing us to truly be a ministry that is always learning better ways to reach the lost and build multiplying disciples. This ripple effect will increase the campus ministry global effectiveness because of regularly embracing and implementing contextual insights. We approach partnering as humble learners.

## A UNIFIED PLAN

There will be confusion unless there is a firm commitment by the partnering leaders to speak with a united voice. Without this, frustration will result for the teams and trust will erode between leaders. Building bridges of understanding between potential partnering leaders is an essential responsibility and skill for the ministry leadership. If understanding is built between leaders, then they can move effectively toward the objective as the Lord calls forth laborers and provides financial resources.



## ETHNIC FIELD MINISTRY VALUES

### FAITH

We rest in the faithfulness of God and we boldly take steps of faith in accordance with the promises of His Word. We are people of faith that lead by faith. (Hebrews 11:6; II Corinthians 5:7)

### FRUITFULNESS

We desire to see lasting spiritual fruit produced, both in our development as Christ-like leaders and in the fruit of our ministry through changed lives in every ethnic community. (Galatians 5:22,23; John 15:16)

### GROWTH

We aim to be humble learners that realize that being in community with others of different cultural backgrounds will enable us to experience the truth, grace and love that is needed to become the people that God has created us to be. (Proverbs 4:5-6; I Peter 3:8)

### ADVOCACY IN PARTNERSHIP

We view one another as being both in need and in having something to offer. We acknowledge that trust can only be built when relationships are prioritized. We will choose to believe the best of one another and live out power-giving leadership in which we seek the development of leadership within every ethnic community. (Romans 12:4-5; Philipians 2:3-5)

### HONOR

We respect and platform the unique experiences and contributions that each person and each culture brings to the body of Christ. (Romans 13:7; Matthew 7:12)

### COMMUNITY

We value a safe, open, honest gospel community that is, in our approach to ministry, not dichotomized from family, church, and other communal connections beyond campus life. (Exodus 20:12; Acts 2:42)

### UNITY IN DIVERSITY

We affirm our oneness within the Body of Christ and our desire to see the gospel flourish within every ethnic group on the planet. Biblical unity recognizes that each culture possesses a unique identity and expression of faith that can bring glory to God and contribute to the fulfillment of the Great Commission. (John 13:34-35; Matthew 28:18-20)

# ETHNIC MINISTRY LAUNCH PROCESS

CFM NDs, LD ND's, EFM NDs and National Ministries.

As the USCM continues to move forward, there are two evident things happening in our midst. First, we are seeing an increasing number of ethnic minority and international students and faculty on our campuses. Second, we are seeing a greater number of Cru staff and volunteers intentionally reaching out to ethnic minority and international students and faculty.

To assist National Directors and National Ministry leaders, we have created this Launch Process flowchart in order to guide us as we partner together in planting and growing ethnic movements.

## DETERMINE PRIORITY LOCATIONS

National Ministries determine and communicate their priority locations (along with the criteria used to select these locations) to the EFM National Team. CFM & LD will receive this information from the EFM National Team (e.g. each National Ministry submits priority locations to the EFM Director's Team each spring and they will disseminate it from there). CFM MTL's, in partnership with their CFM ND & EFM ND, determine their EFM priority after decoding their campus(es). Note: National Ministry Context Directors should also be involved in this process if they are present.

## ENTER INTO PARTNERSHIP

EFM ND (or another representative from the EFM National Team if no EFM ND is present) and CFM ND's take the information from National Ministries and MTL's and determine what ethnic ministry launches should be prioritized in a geographic location. As a value, we want to ensure that we are "in this together" and desire strong collaboration between our local missional teams, CFM ND's, EFM ND's and our National Ministries. As an organizational norm, National Ministries (Exec. Directors, Field Directors, coaches, etc.) should have a conversation with the EFM ND about a specific team or campus within a geographic region before speaking to MTLs about a potential partnership. This values the contextual insights of those most knowledgeable about that location.

EFM ND's or a leader (e.g. a Context Director) with the National Ministry discusses the Guiding Partnership Principles and the Partnership Agreement of that National Ministry with local missional teams, helping them to understand the partnership between their local team and the National Ministry. MTL's bring the partnership agreement to their team for agreement. EFM

ND communicates new launch partnerships to National Ministries and Regional Leadership Team.

## LAUNCH A NEW MOVEMENT

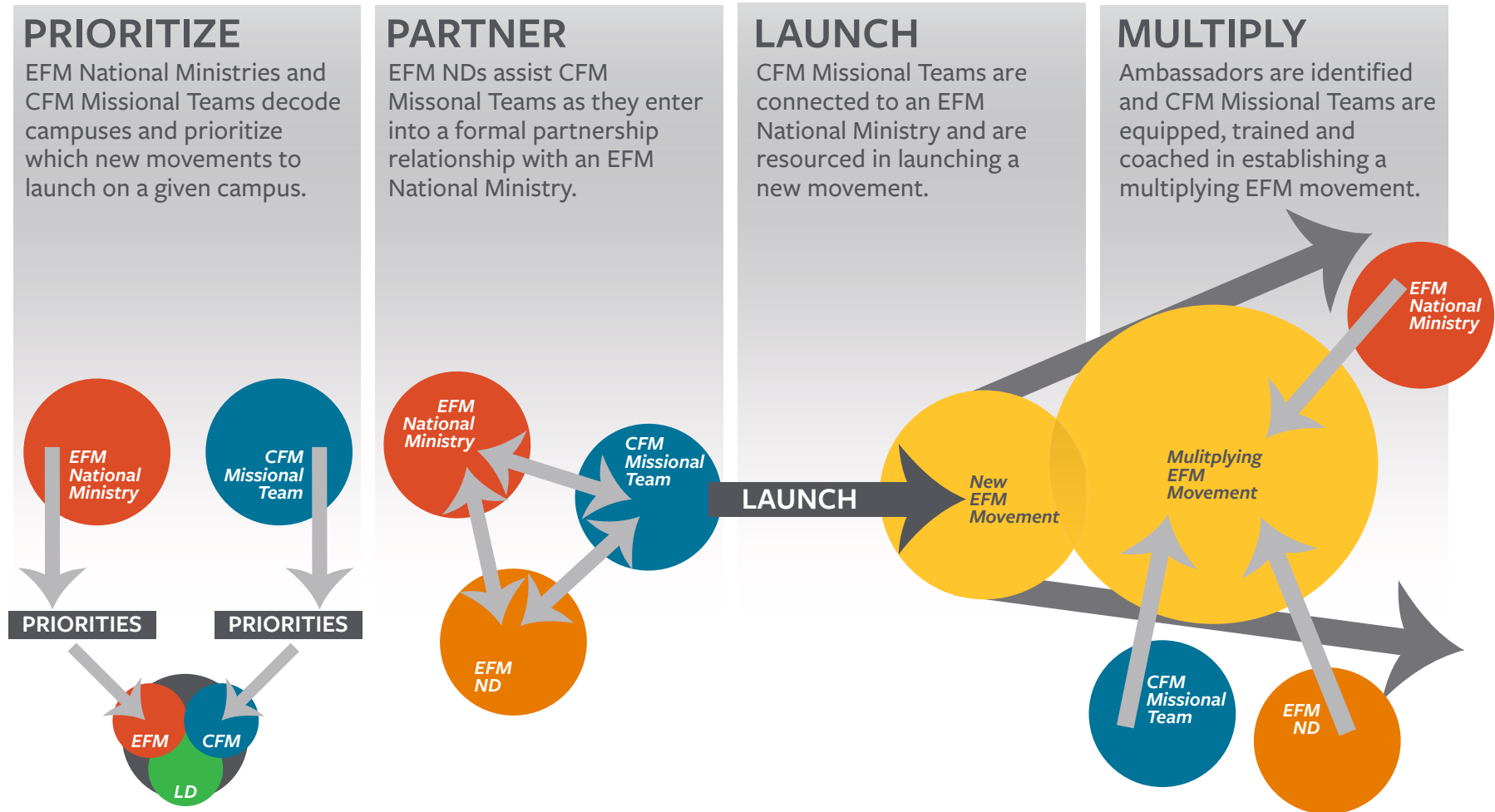
Local missional teams make a connection to the National Ministry in order to establish a relationship, build trust and learn the values of that National Ministry. The National Ministry winter conference may be the first point of formal connection for staff member and/or students but informal connections (e.g. e-mails, phone calls, etc.) will likely occur before then. Resources will be shared with the local missional team such as the Five Postures article and other resources from National Ministry.

## MULTIPLY THE MOVEMENT

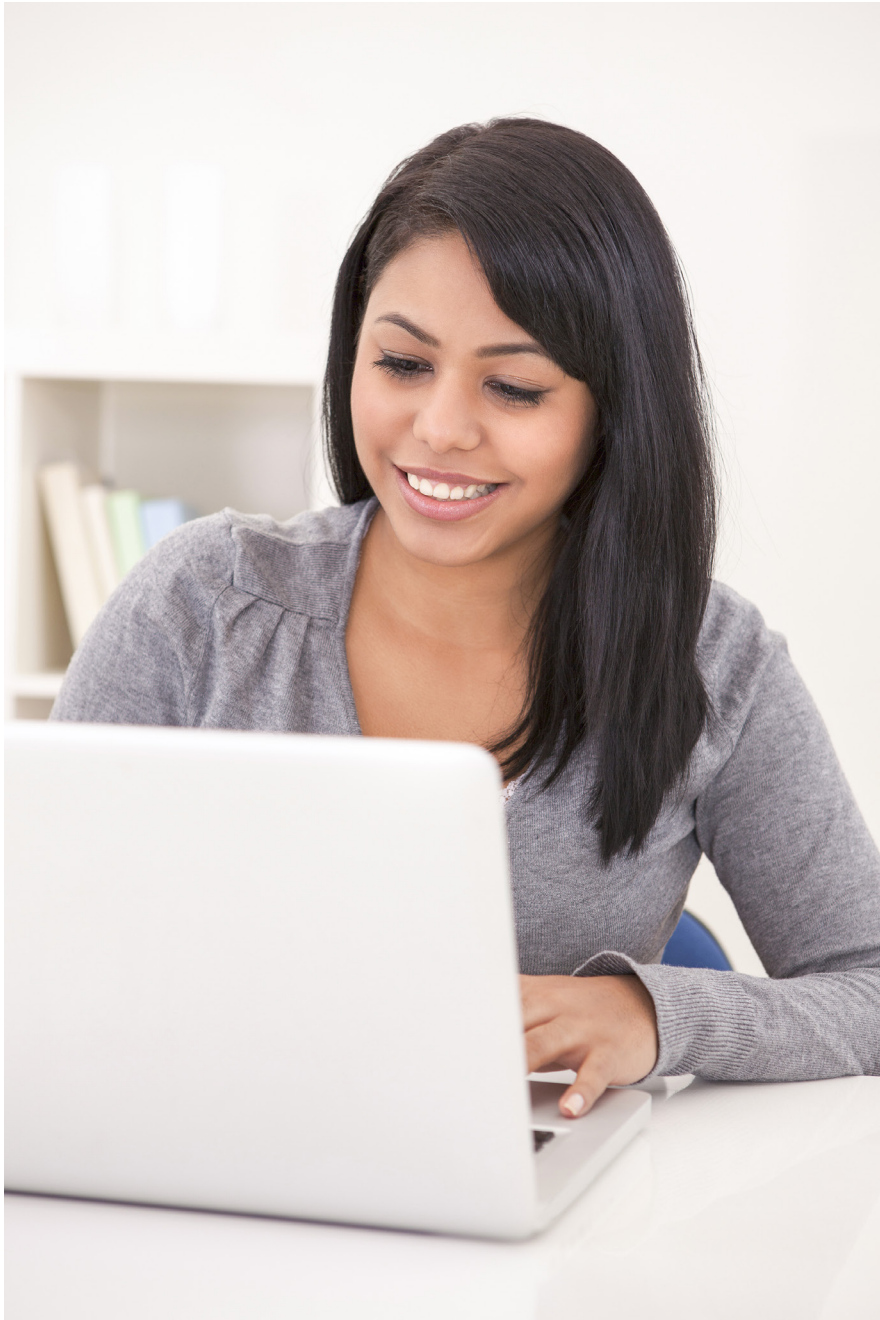
Local missional teams, in partnership with the National Ministry, steward the partnership and seek to identify an Ambassador for the team (if they haven't already done so). However, it should be teams, not individuals, that steward the partnership. The local missional team receives on-going training, equipping and resources from the National Ministry, in partnership with LD, to assist them in the process of planting and growing an ethnic movement.



# EFM Launch Process







## PARTNERSHIP FRAMEWORK

### WHAT THE DESIGN MOVEMENT HAS TO OFFER

- Movement launching and coaching insight
- Culturally relevant tools
- Access to Design national events and training venues

### WHAT THE DESIGN AMBASSADOR HAS TO OFFER

- On the ground insight with campus and students
- Commitment to developing student leaders (Discipleship)
- Outside viewpoint that can speak into the ministry

### HOW TO LIVE THIS OUT

- Consistent communication
- Support each other, particularly as we communicate with students
- Bring concerns to each other first, before bringing others into the conversation
- Work out agreement on expectations, especially retreats and conferences

### RESOURCES

Understanding the Coconut generation. Ministry to the Americanized Asian Indians. By Sam George.

Caring for the South Asian Soul: Counseling South Asians in the Western World, edited by Dr. Thomas Kulanjiyil and Rev. Dr. T.V. Thomas

For understanding culture: “Are Indians Asian?” part 1 - [vimeo.com/10102819](https://vimeo.com/10102819), part 2 - [vimeo.com/10102918](https://vimeo.com/10102918), and part 3 - [vimeo.com/10103222](https://vimeo.com/10103222)

For demographic data: “A Demographic Snapshot of South Asians in the United States.” [saalt.org/wp-content/uploads/2012/09/Demographic-Snapshot-Asian-American-Foundation-2012.pdf](https://saalt.org/wp-content/uploads/2012/09/Demographic-Snapshot-Asian-American-Foundation-2012.pdf)

For follow up and Bible Studies: We use Cru Press Green

Evangelism: “Goodnews Survey”, by Sara Covell. [designmovement.org/goodnewssurvey](https://designmovement.org/goodnewssurvey)

### NATIONAL CONFERENCES/RETREATS:

DSLRL – Design Student Leader Retreat (Mid- August)

Design Conference (Chicago – January)



# DESIGN MOVEMENT-CFM PARTNERSHIP AGREEMENT

We are excited that you have interest to partner with us in reaching South Asian American students and faculty. Below are some principles to embrace if you choose to partner with Design.

## COMMUNICATION

We value two-way communication, and realize this could take time out of your busy schedule. For an effective partnership we ask that you:

- Consistently connect with your Design Coach in order for trust to be built, insight to be gained, and partnership to be lived out through focused goals.
  - This can be tailored to the Ambassador. We typically connect on a monthly basis but can do this more frequently if desired.
- Report appropriate success criteria on the Info base on a monthly basis.

## SERVANTHOOD

Design coaches desire to serve Ambassadors as they coach (many times cross-culturally) and serve the Design Movement student leaders. The core of this servanthood is shown by listening to one another and empowering each other to do what they alone can do in their role.

## CULTURAL GUIDES

We are all learners. None of us have all the answers as we work together toward our vision. There are times when the Design Coach can offer cultural insights to help better understand working with students and the leadership values in the South Asian American cultural context. An openness and desire to learn about South Asian culture will help an Ambassador and build trust with students.

## LAUNCHING STUDENT LED MOVEMENTS

We desire that you reach, build and mobilize South Asian American students to lead Design movements. It's tempting to lead the ministry yourself, but it is more strategic to train South Asian American students. Therefore, we are challenging you to define your partnership with Design as an endeavor that focuses on student leaders.

When launching we strongly suggest that you pray for and look for a person of peace that is a cultural insider on campus. This has proven to be the most effective way for us to launch long term, self-sustaining movements.

## CONFERENCES

We strongly desire you to make every effort to recruit and attend the Design Conference every January.

\_\_\_\_\_  
MTL Name(s)

Signed \_\_\_\_\_  
Campus Field Ministry Representative

Date \_\_\_\_\_

Signed \_\_\_\_\_  
Design Movement Representative

Date \_\_\_\_\_

## ARTICLES FOR FURTHER READING

Five Majority Culture Postures Towards Ethnic Minority Ministry  
<http://is.gd/5postures>



Six Postures Of Ethnic Minority Culture Towards Majority Culture  
<http://is.gd/6postures>

