

EVERY STUDENT SENT

Every Student Sent is a national coalition and unique community-based platform to connect every Christian student in America to ministries, churches, and each other, long before they start college, in order to propel them towards Gospel-centered mission as they navigate and engage culture during college. This has been proven to reverse the 70% faith drop off and create disciples who make disciples.

ESS is operating on nearly every US campus. Now is the time to mobilize national awareness and usage. See [Accelerate ESS](#) for views of the Platform



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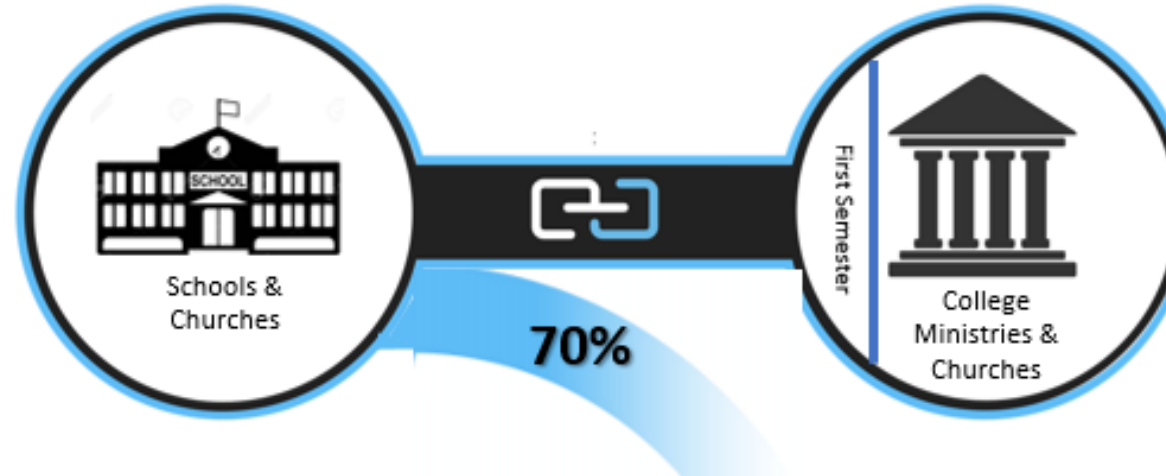
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[Every Student Sent](#) is a ministry of [Campus Renewal](#)

The Problem

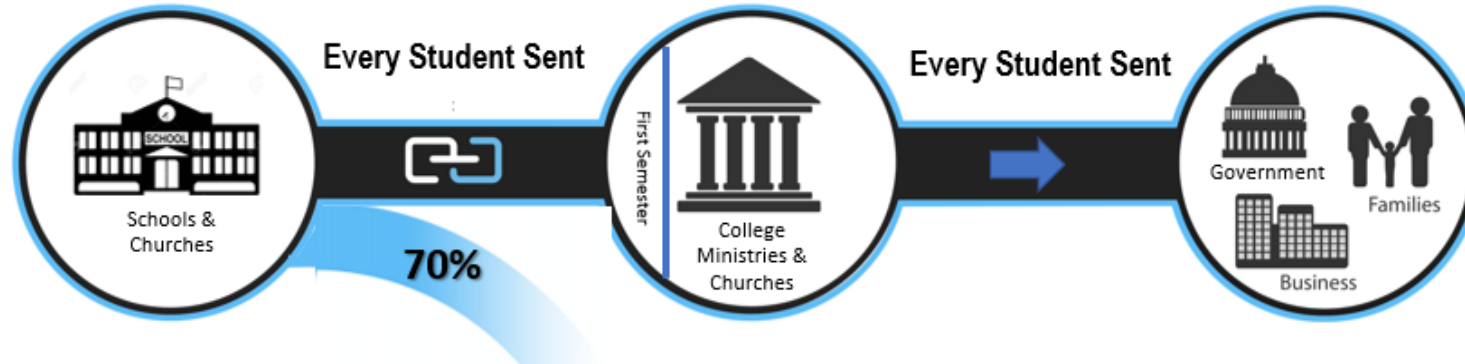
The Harvest is Plentiful, but the Laborers are Few



- **7 out of every 10** Youth Group grads walk away from all Christian fellowship during the first year in college. This is at a time when they often choose their purpose, career, and select their future mate.
- **A Navigators study** showed that the friends a student makes in the first 72 hours drives their spiritual trajectory
- **The most open time in the life of a non-believer** is also as a new freshmen. A major [missed opportunity](#).
- **Students have less lifetime impact on culture** when they don't find their purpose or integrate faith with their major and career.
- **As a nation**, we lose a massive number of would-be culture changers in society, and increase the number of broken-hearted parents!

The Solution

Send forth laborers into the harvest



Every Student Sent:

- **Connects college-bound students** to ministry leaders and other incoming freshmen in a social community many months before starting college. Every Student Sent is working now on nearly every US college campus. Churches have experienced the reversal of the 70% college faith drop-off. See [1-min pastor story](#).
- **High School Students are prepared** to hit the ground running on campus to share and multiply the Gospel in teams for their dorm and academic major. The learning management system teaches them to multiply disciples during the first semester [sweet-spot](#) when pre-believers are especially open.
- **College students are prepared to impact the workplace** through experience with missional communities in their academic department, coaching and training, and connection to marketplace ministries in the city of their first job. So far this includes Pinnacle Forum, FCCI, Business Men's Fellowship, and Faith Driven Entrepreneurs. **A Christian version of "Indeed"** is a future project that will generate revenue for ESS.



Ronnie Floyd - Southern Baptist Convention (click video)

What breaks our heart is when we see students not carry their faith forward. You need to consider being a part of EveryStudentSent.org. You can upload all your students and literally expose them to collegiate ministries and churches who have all partnered together. This has the potential to change the world. (note: video uses our old name, "Campus Ministry Link")



Josh McDowell - CRU / Josh McDowell Ministry

The good news is that when freshmen are connected in advance to campus ministries, churches, and Christian friends, they not only survive, but thrive and impact their class-mates. Every Student Sent will help parents, churches, and ministries to turn the tide so this generation can now become the leaders of tomorrow."



Jason Thomas - Exec Vice President, Intervarsity

Don't do the college experience alone. Plug into community. Think about the university as a place God's calling you to serve and love the campus with a group of believers together. A great way to do that is to check out Every Student Sent for communities that already exist on your campus.



Darin Poe - Assemblies of God Youth Ministries

Assemblies of God Youth Ministries is excited to partner with Every Student Sent. We have the same mission - to connect every high school graduate going away to college to a campus ministry and church. ESS has the strategy and created a space to make this happen. The end result will be a win for the Kingdom of God! Chi Alpha is part of this collaboration as well!



Pastor Greg Terndrup - Gateway Church, Dallas TX

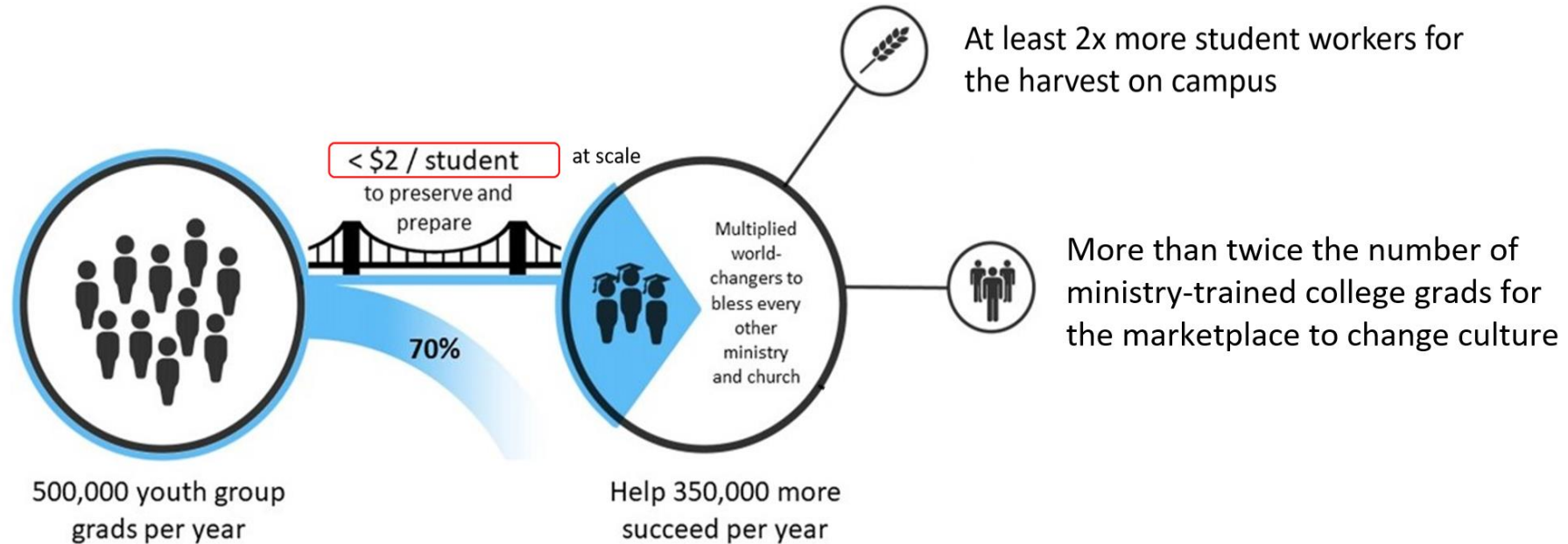
"How do we take these precious high school kids and send them off to a campus and ensure that they will have a good spiritual experience and come home full of faith? I want to encourage you to use a tool that is so important in placing high school graduates into a good university environment. Every Student Sent is providing the missing link in the hearts of so many parents and pastors.



Nick Hall - Pulse, Table Coalition, Together'22

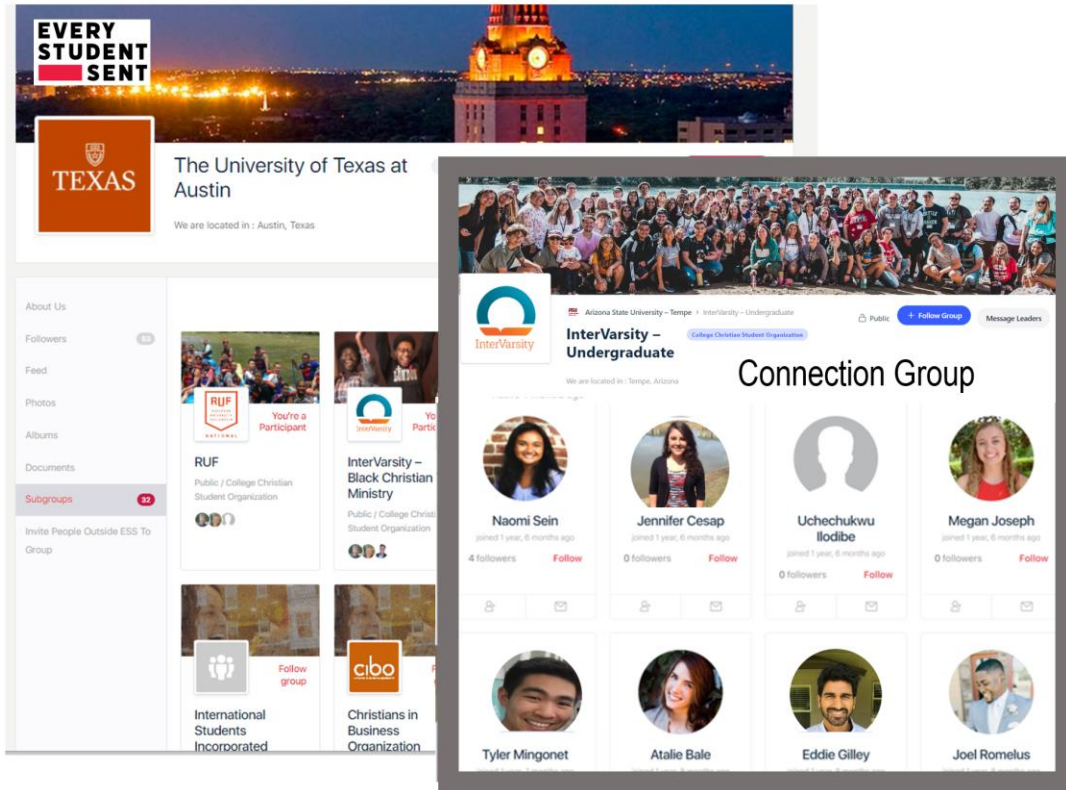
Whether you are a student heading off to college, a parent, or church leader, you need to know about Every Student Sent. While many stats talk about a generation walking away from faith once they step foot on a university campus, I believe that college can be some of the best days of your faith journey! Making the right spiritual connections is crucial, and that's where Every Student Sent comes in.

What is the ESS Reach (the Market)



- **There is a new evergreen “market”** of over 500,000 college-bound church youth group grads each year. (16.1 % of the 3.1M college freshmen)
 - Therefore the total addressable population is 6 X 500K to include 2 years of high school and 4 years of college. (or 3 Million)
- **Goal: Raise awareness of ESS** so that no parent, church, or school will think of sending their students to college alone. Similar awareness of students in the exciting prospect of starting college with a team of friends, and on mission.

The Platform and Traction



- **State of the art** open platform created, then launched in Sept 2020. 15,000 users now, ready to implement national saturation plan.
- **National coalition established** with the leading college ministries, youth ministries, denominations, Christian schools, and para-church organizations
- **Currently on nearly every college campus** in America
- **Learning management system** develops resilient faith and discipleship with ESS and 3rd party content
- **Custom Entry points** for students, parents, churches, schools, and business ministries.

Other features:

- **Social groups included now for:**
 - Every US high school
 - Parachurch ministries like Alpha, Summit, Josh McDowell, and any who wish to be added.
- **Mobilizer training** and groups for Student Leaders
- **Zoom** integrated into groups
- **Blog, Invitation automation, Messaging**



STORIES OF IMPACT

COLLEGE TRANSITION SUCCESS



Black Rock Church in Fairfield CT used to experience the typical 70% loss upon graduation. *“Last year I had all of my high school students participate in the college transition video material. Most were blown away by the idea that their first 72 hours at college were the most important in staying strong in their faith. As they have started college, they say that much of what they learned was true about their first days at college. Many were had become plugged into campus ministries through this. The result? All of our graduates continued in their faith and connected to ministries!”* - **Jeremy Taylor, HS Director, Black Rock Community Church, CT**

Freshmen leading Freshmen to Christ, first day of college

Chelsea saw many of her older friends fall away from their faith in college. She was determined to not do the same. Through the website she found the Navigators at the University of Nebraska, a Christian roommate, and met the leaders and other students involved in the ministry over the summer. Her first night on campus, four girls in her dorm invited Chelsea and roommate to a party. Chelsea convinced them all to go to a Navigators hangout instead. Today all six are still in the Navigators and are strongly walking with Christ!

Dorm awakening at Freshmen Orientation

Most high school students have not had the life-changing experience of leading an unchurched friend to faith. Non-believing freshmen are tremendously open to new ideas and new friends. A student was radically converted during Freshmen orientation at Geneseo college in NY. The InterVarsity students saw how this student was completely set free, which encouraged them to partner with him and lead 26 other students to faith in that dorm that semester!

Integrating Purpose/Career with Faith



Students don't want to just "go to church" anymore. ESS trains them to plant multiplying movements to influence culture in their academic departments. This experience translates to their future jobs. The steps are:

Barna believes this emphasis on careers presents an opportunity for the church to engage in what could be called "vocational discipleship". The church has an opportunity to reach this next generation of teenagers through integrating career, and calling into their discipleship efforts. – Faith For Exiles, Barna

- 1. Help high school students select college majors and calling in the context of future impact.** See [ESS – Marketplace Impact](#) for vocational discipleship partners assisting students and parents.
- 2. Incoming freshmen join missional communities for their academic department** for fellowship, to disciple new believers, engage culture, and partner with professors. Change the campus, change the world.
- 3. This preparation helps them transition to the workplace.** The ESS network will provide continuity and a resume service for employers to find internships and jobs similar to Indeed.



Watch An ESS Academic Department Missional Community at UT Austin.

National Mobilization

Over 500,000 college-bound students graduate from youth groups each year. The 2023 goal is to scale from the current 15,000 users to 85,000.

Mid 2020 Every Student Sent platform started.

Capital raised and effectively utilized

- \$10.4M for past Campus Renewal Projects

2020

ESS Launch

2023

15,000

2024

85,000 students

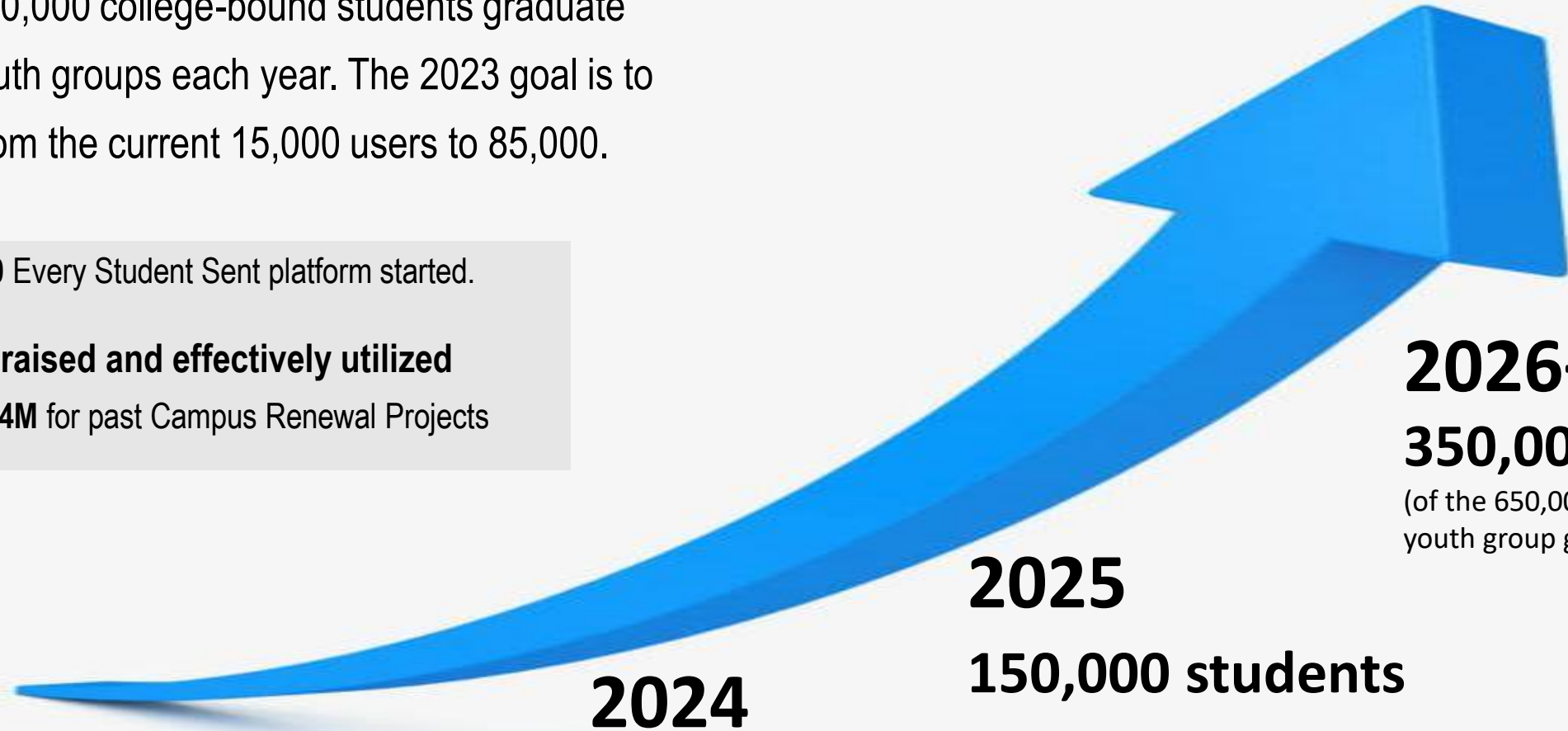
2025

150,000 students

2026+

350,000 students

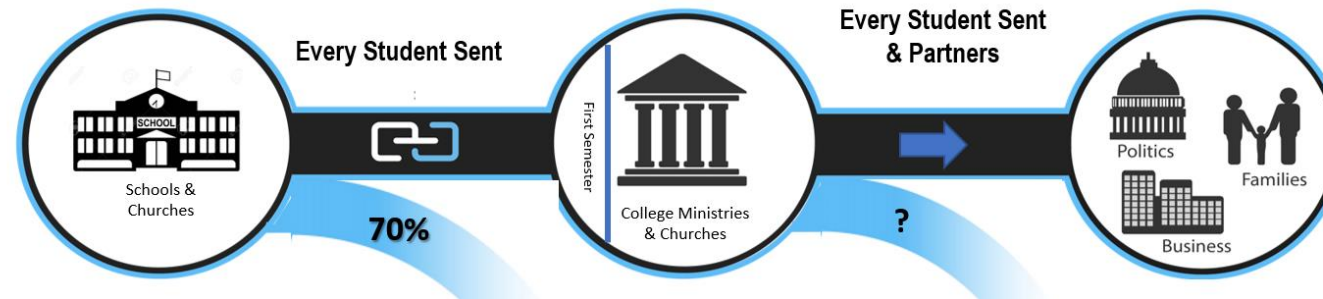
(of the 650,000 annual college-bound youth group grads)



PROGRESS TO DATE

Mobilizing for National Saturation

Working together to Triple Kingdom-minded College Grads into the Workplace



Current Users

- More than 15,000 users
- Platform launched Fall 2020
- See 3-year targets for national mobilization on next slide

Capital raised and effectively utilized

- **\$2.2M** for Every Student Sent since 2016
- **\$10.4M** for Campus Renewal since 1997

State of Art Platform created

Have Built the Coalition

- **Transition to the Workplace**
 - Pinnacle Forum, Baton Exchange, others
- **All the major college ministries** placing ESS on most campuses across the US
- **Christian School** associations.
- **Denominations** including AG & SBC
- **Youth Organizations**
- **Homeschool Associations**
- **Family and Worldview** including Focus on the Family, Summit, and others.

Marketing and Mobilization

We can send you our detailed ministry plan

Channel Partners & Coalition

- College Ministries
- Denominations
- Independent Church Networks
- Christian School Associations
- Homeschool Associations
- Youth Ministries



Advertising

- Digital Advertising (demonstrated \$2.75 per onboarded student, will be lower cost at scale).
- Free and Paid Radio PSAs.

Events

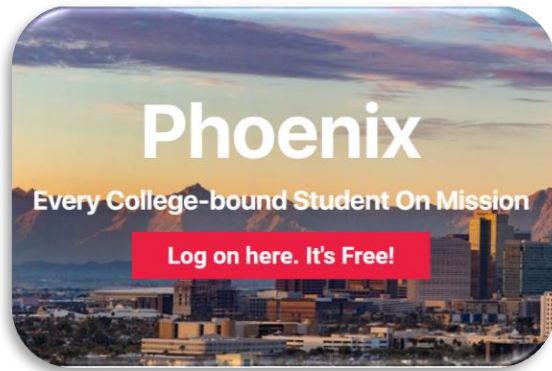
- ESS has been invited to be the call to action for students for various 2022 national events.

City-wide movements

- Catalyze pastor sharing with pastor in cities so that no student is left behind. See next page. Phoenix and San Diego are furthest along.

City-wide Movement Launches

In Addition to National Mobilization, we saturate cities so that pastors share with pastors, and synergize the youth-family-church-school-business ecosystem. The below cities are in the early stages of this.



In Process

ASU C3 Center & church networks
Pinnacle Forum
All America
NNYM
The ESS Church/School network



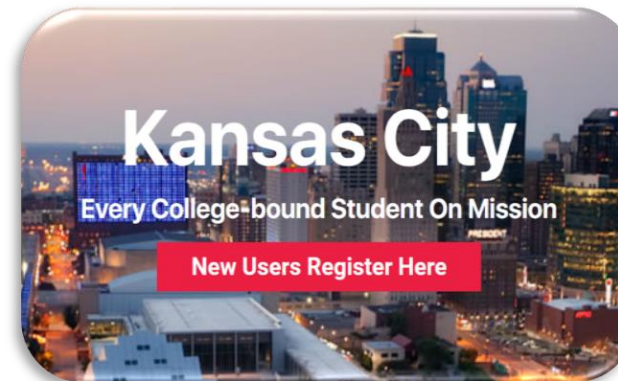
In Process

All America / All California movement
Southern Baptist Network
The Barnabas Group
AG Network
Pinnacle Forum
NNYM
The ESS Church/School network



Early Stages

Southern Baptist Network
Pinnacle Forum
Gateway Church
NNYM
Movement.org
The ESS Church/School network



In Process

Love KC
All America
Barnabas Group
FCA
The ESS Church/School network



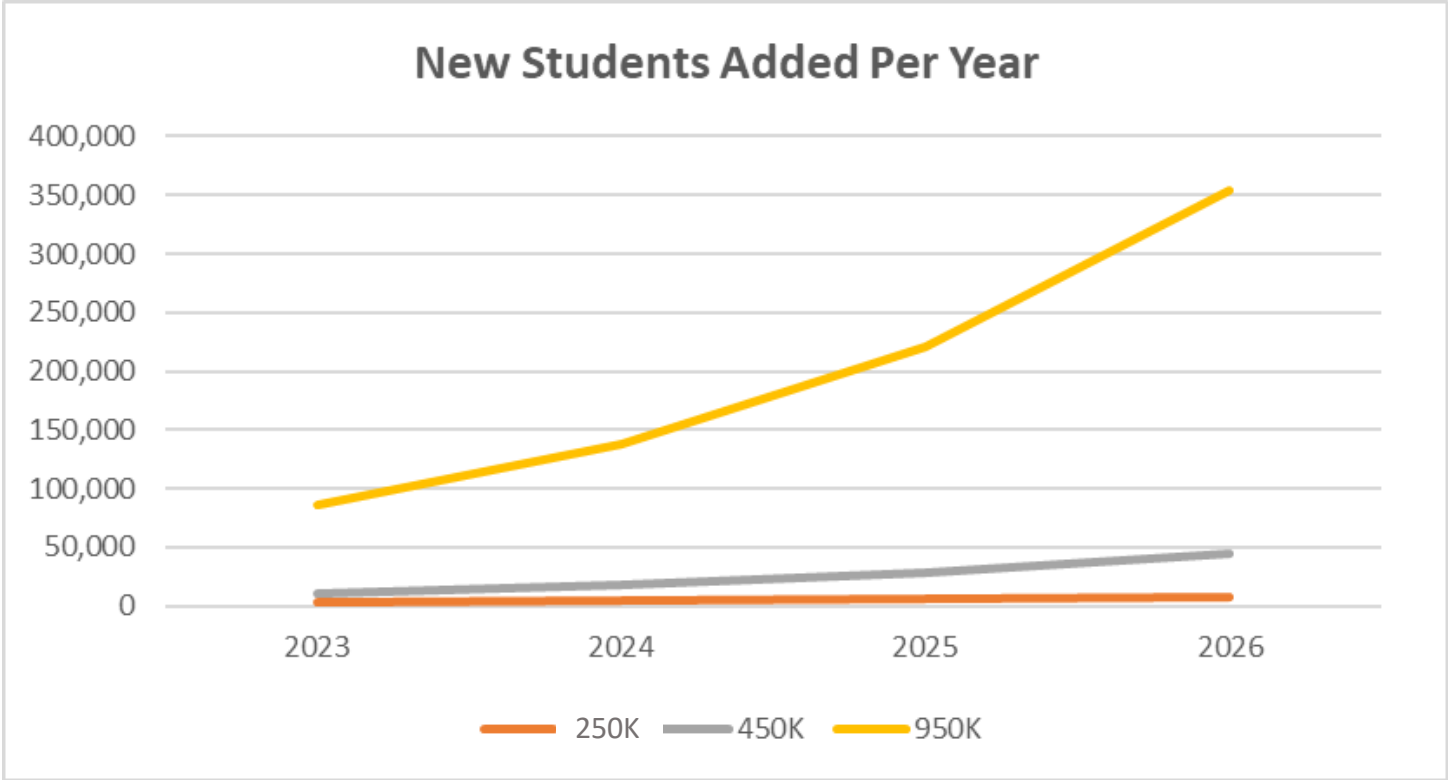
Required Funding for National Mobilization

| | Line Item | Year 1 | Year 2 |
|----------------------------|---|------------------|------------------|
| | Sector Mobilization | | |
| Sector Mobilization | Mobilizing City-wide Movements | | |
| | Church and Denomination Mobilization | | |
| | Christian High School Mobilization | | |
| | Homeschool Networks Mobilization | | |
| | College Ministry Coordination | | |
| | Youth Ministry Coordination | | |
| | SUBTOTAL | \$539,000 | \$539,000 |
| | Advertising & Enhancements | | |
| Advertising & Enhancements | Product Adoption/ Feature Metrics/User Demo Software | | |
| | Mobile App Completion (30 Days) | | |
| | Digital Advertising | | |
| | Cross Promotional Partnerships Sponsorships, Travel and Resources | | |
| | Marketing and Tracking Software (Texts, Email, Social) | | |
| | SUBTOTAL | \$411,000 | \$371,000 |
| | National Mobilization Cost (Self Sustaining after 2 Years) | \$950,000 | \$910,000 |

Detail provided upon request

- **Self Sustaining Income** – ESS plans to be self sustained and generating more than enough income shortly after the end of Year 2. Please contact us for details about:
 - **A Christian service like Indeed** which helps employers and students with jobs and internships.
 - **Store and parent monthly subscription** “Student Care Package) gift box
 - **Parent and Church donations** will rise with national usage. Expected to be substantial with growth.
 - **Advertising Revenue from synergistic partners**. Some with in-app gamification tied to and benefits such as Chick-Fil-A meals.

Investment Tiers



Contact us for details and full mobilization plan

- ~~\$40K Complete Mobile App~~ 11/23 avail
 - **\$250K** First Metro Area
 - **\$450K** Mid (3-4 Metro Areas)
 - **\$950K** National (< \$3/student)
- All amounts planned for 2 years until self sustained through for-profit enterprises

Notes:

Economy of Scale Impact numbers predicated on Spring 2023 start to engage high school seniors

- **App** can be completed in 45 days, and will highly visible. Below includes App.
- **\$250K** – Saturating a Large Metro Area
- **\$450K** – 3-4 Metro Areas plus tech and operational staff create sustained team able to leverage partnerships and cities.
- **\$950K** – National Saturation. Adding digital advertising, paid promotion, marketing and outreach staff reach effectivity inflection point and efficiency.

Making the Class of '24 Successful

Optimal Impact means leveraging the academic calendar

(Per detailed mobilization plan)

This will prevent many thousands of students from being swept away again this year, and spark campus Gospel movements.

ACADEMIC CALENDAR

Early Decision Applications

Regular Decision Applications

Final college visits

Acceptance Letters Jan-Mar

Apr 30 College Ministry Staff wind down

May 1 Decision Day & Deposits

May 15 Deadline to choose your own roommate

Senior Grad events and church Send-off services

Freshmen Orientations July & August

New Freshmen Arrive on at University and Optimum Freshmen Gospel Movements

OPTIMAL ROLLOUT

Mobile App National Release

Integrate with family college planning for college choice and major

Fully Activate existing channel partners (via staff addition)

- College Ministries (Especially before April 30 Final exams)
- Denominations & Churches
- Christian Schools & Homeschools
- Parachurch Youth Ministries
- City-wide movements

Support activities on the left via above channels in place

High School Grad Activities Promotion

Online Summer bonding and training of incoming students

Support Fall Sweet Spot – Enable video testimonies

The First 2 Months of College – The time when 70% of students are blind-sided and also the most open time for new Freshmen to hear the Gospel.

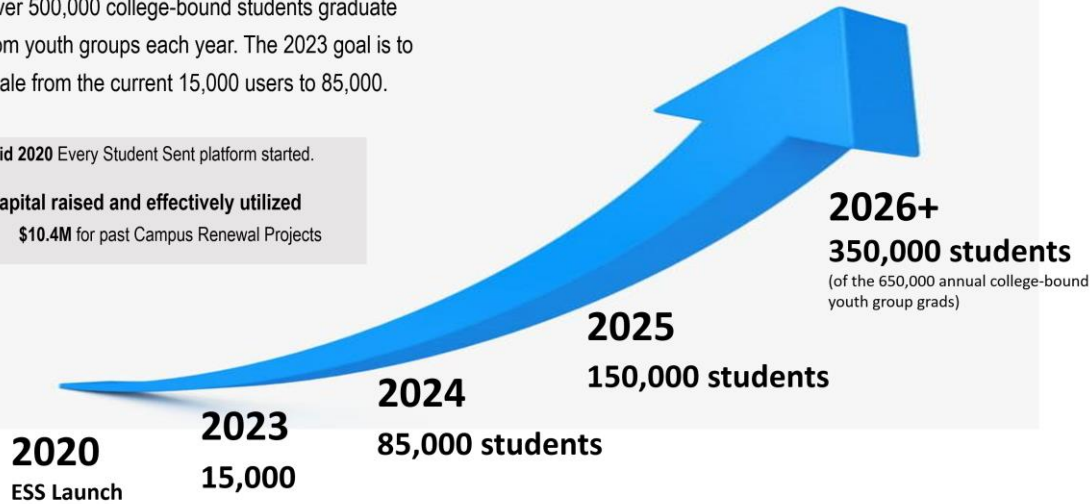


What are the benefits of Success?

Over 500,000 college-bound students graduate from youth groups each year. The 2023 goal is to scale from the current 15,000 users to 85,000.

Mid 2020 Every Student Sent platform started.

Capital raised and effectively utilized
• \$10.4M for past Campus Renewal Projects

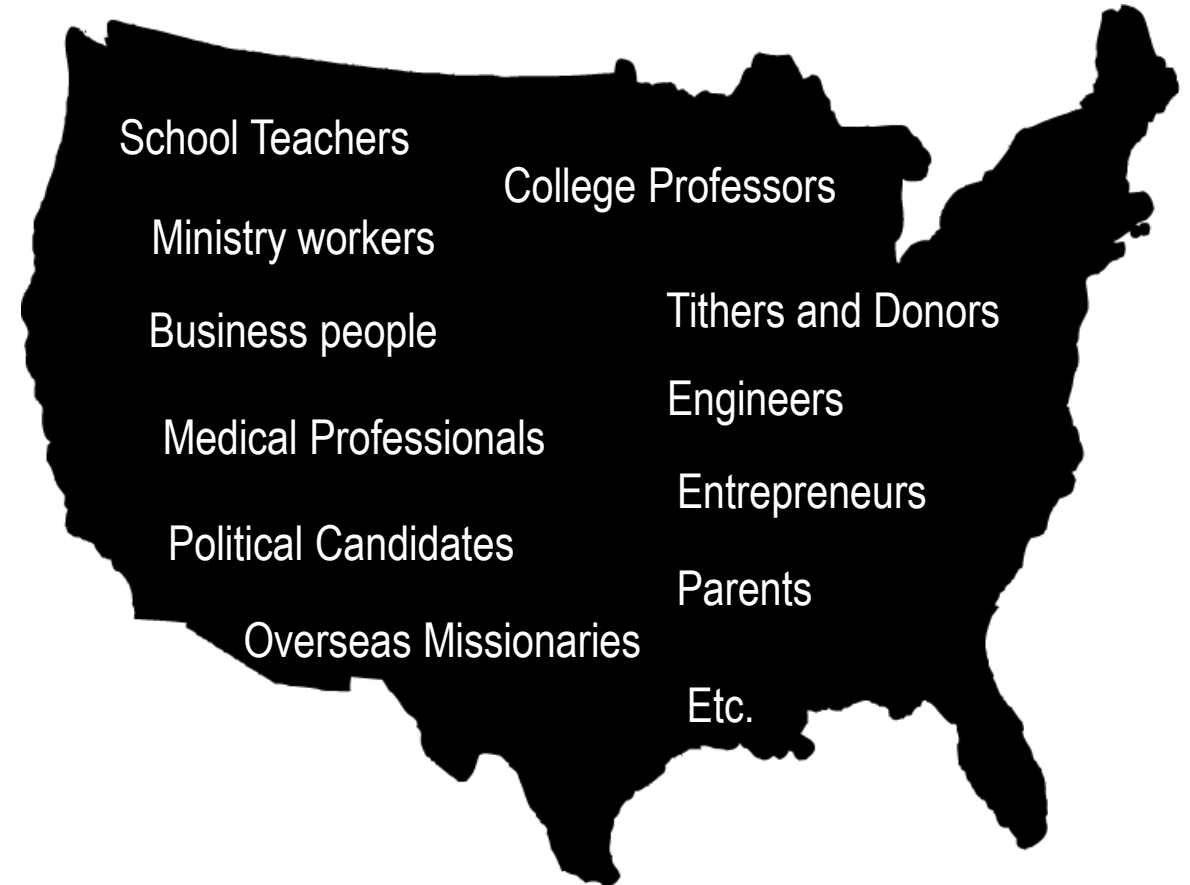


Students don't want to start college alone, and that Parents & Pastors feel the same way. This latent desire will undergird national exposure, and viral adoption.

Going from 70% loss to nearly no loss has been proven in churches, and ready to scale. [See Pastor story.](#)

If the national loss number goes to from 70% to 40%, (150K new ESS students per year) there will be double the number of freshmen who survive and thrive. If they are fruitful over the 4 years, triple the number of believers will graduate and be prepared to influence culture.

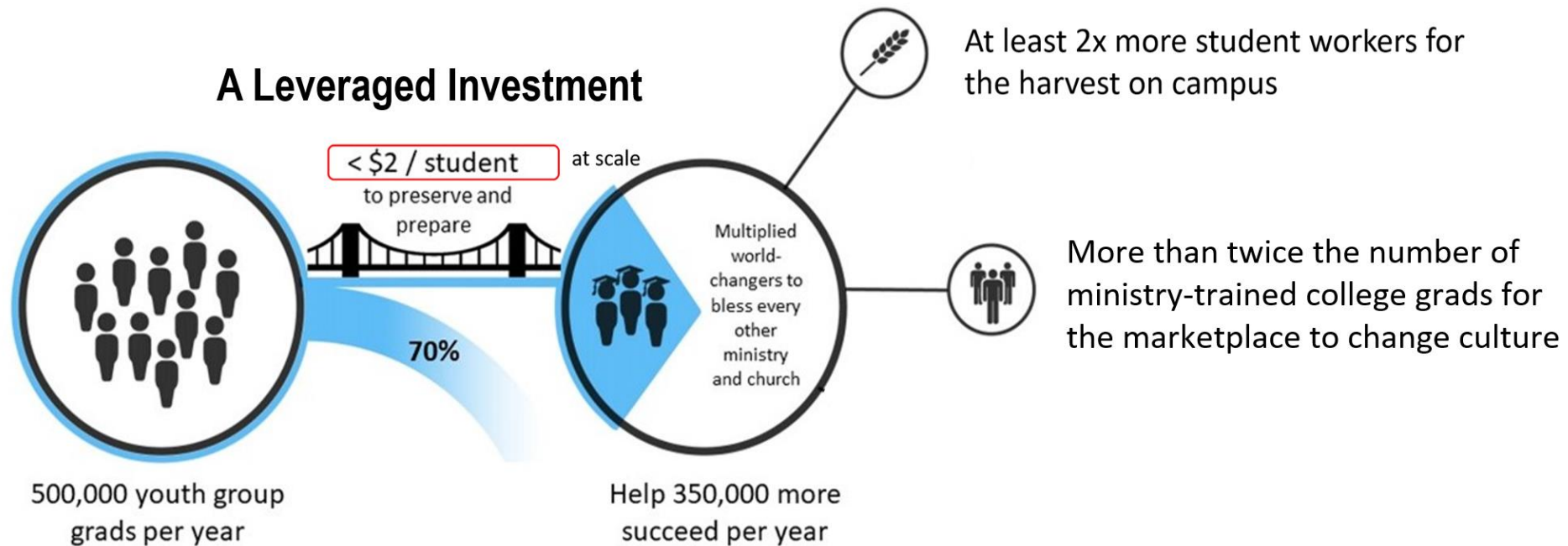
Together, we can double or triple the number of Kingdom minded:



..who have experience in multiplying disciples in secular environments!

The historic opportunity for you to preserve and empower students nationally:

- **Implement the current marketing plan** to mobilize nationally so that it becomes normal for every parent to send their students with a team, and students are excited and engaged in mission.
- **Complete the student phone app** version (30% complete)
- **Propel students for influence** with Vocational Discipleship and a Christian version of “Indeed”



Together, we can stand in the gap so that hundreds of thousands of students are not swept away again this year!

Why Fall 2023 is the time for action

The high school graduating class of 2024 is at stake. See [Fall Sweet-Spot](#)

- Leverage November Mobile App launch and national press
- Have the staff and social media ad buys to manage the volume
- The current awakening movement can be turned into Reformation
- Winter is the time to exercise the national mobilization plan while students are selecting colleges, and give us time to saturate schools, churches, and homeschool associations. See **Mobilization Calendar** above.
- The resultant impact seen on campuses in 2024 will create thousands more stories to give courage and hope to young people that God will move with them.



Please contact us to learn more about this leveraged opportunity to impact our nation. The increased Christian college grads will change campuses and cities, and help every other ministry in the US with more laborers.

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ADDENDUM

Thus impacting all seven spheres of culture



Keeping Faith in College: Helping Your Young Adults



College-bound kids and their faith have never been more threatened. Starting college unprepared and alone is a no longer a viable option. As a parent, now you can positively shape your young adult before they leave for college, make sure they are already connected in community long before they arrive. Resources like Every Student Sent, will equip your kids to be prepared, find community and face challenges.

See [Pinnacle Forum and Every Student Sent](#)

Read the Focus on the Family article
about Every Student Sent

Learning Management System Helps Students Become Disciples who make Disciples

IN PROGRESS

11 Lessons
Mobilized For Mission Training
90% Complete
Last activity on September 3, 2021

IN PROGRESS

6 Lessons
Sent 2021 Training
16% Complete
Last activity on February 14, 2022

COMPLETE

11 Lessons
The Thrive Course
100% Complete
Last activity on August 9, 2020

CROWN
FINANCIAL MINISTRIES

Career Direct®
Living by Design

Career & Calling



Summit Ministries



Josh McDowell Ministry



ESS Courses



Current courses in the Learning Management system use ESS produced and curated training resources to:

- Develop disciples who make multiplying disciples
- Evangelistic Training
- Worldview development
- Career, purpose, and student debt minimization
- Learn to impact the culture of their college academic departments, then the workplace upon graduation.