

FOLLOWING UP

Making Connections that Last

A first meeting isn't where a relationship with a student begins. A relationship truly starts with follow up.

Good follow up is an essential part of showing God's love to the students and faculty you meet. It's a continued investment of attention in God's work in students' lives, helping a *moment* become a *movement of God* in their hearts. Because students (like everyone!) need repeated attempts to solidify new relationships, following up helps your outreach work stick and prevents that ministry fruit from being lost.

Following Up is Risky

The honest truth is, follow up is risky. Anything can happen when we follow God into a new or uncertain situation. It's vulnerable to pursue a new connection with a student. Because it takes us into unfamiliar territory, follow up takes:

- **Initiative** — Making the first move can feel perilous, especially if a student first seemed indifferent or uninterested.
- **Persistence** — It's easy to think, *Am I being too pushy? Is this going to turn them off to the gospel?* Don't let indifference to deter you.
- **Courage** — Anxieties are a normal, natural part of the follow up process. Take them to God in prayer.

Become a Follow Up Triple Threat

Connect Personally

Once you have a student or faculty's contact information, set up a time to meet face-to-face. This meeting is a low-pressure conversation to get to know each other better, so coffee or a short meal is best. As you talk, ask open-ended questions that give the other person a chance to share about themselves. When you're done talking, tell them you'll reach out again in a few days.

Make Two More Connections

Why twice more? Meeting three times tells someone that getting to know them wasn't a fleeting thought or passing fancy. It shows that you *really* want to know them and will invest the time to do it. So meet again two more times. Keep sharing a coffee or meal, or mix it up by trying something else fun and low-key. Don't overthink it; ultimately, you're just making a new friend.

Deepen the Connection

Everyone, without exception, wants to have meaningful experiences of community. In the final step of good follow up, invite a new student or faculty into an existing network of fellowship. You can invite them

to a get-together you're having (movie night, board games, etc.), a casual group hang-out, or a Bible study/small group. Ultimately, you're integrating them into community where they can find friendship and belonging, and in which their relationship with God can flourish.

Follow Up is a Process

It's not a helpful mindset to think that follow up ever ends, *per se*. It's a process! When you've finished a round of follow up, take some time to celebrate your wins and debrief the experience. Use those insights throughout the semester as you keep reaching out to students who didn't respond to your initial contact attempts. You'd be surprised how many students who blow you off at first are eager to connect later in the semester, so stick with it! Likewise, keep checking on the new students you've plugged into your community. Ensure that they feel like they truly belong, have growing friendships, and are growing comfortable talking about their spiritual lives.

Learn More

Related Playbook Courses:

- [Inviting Well](#)
- [Leading Online Outreach](#)

Related Resources:

- [Online Follow Up](#)

Visit the Ministry Playbook to learn more about leading, planting, and building Kingdom movements on college campuses: <https://www.theministryplaybook.com/>