

THE QUESTIONNAIRE METHOD OF ACQUIRING UNIVERSITY STUDENT AND OTHER LEADS

PREPARATION BEFORE THE EXHIBIT EVENT BEGINS: REGISTER for a table or booth at whatever or wherever the event is to be held. If it is on a college campus where the public can display their wares or services on a particular day or days, it is a good idea to pay the small fee to be included in the campus registry. (At Northern Michigan University for example, our church, Bethel Baptist Church, is listed under "Campus Ministry Association." The fee is minimal.) The charge for a table at this particular event called Fall Fest at this university has been \$65. We reserved two the last three years. This provided extra space so that more people could be involved in meeting people and thus more leads are obtained.

QUESTIONNAIRE: We prepared the questionnaires so four fit on a 8 1/2 x 11 sheet of paper. See an example in attachment. Then we cut them. We keep the size small so that it does not look overwhelming to prospects. And for the most part it just requires check marks to complete it so it is quick and easy. The information we request in the upper part of the questionnaire gives us a good "diagnosis" of the spiritual situation of the prospect. However they often check that they are sure of going to heaven when a conversation with them later reveals that this confidence is not based on the Biblical criteria for going there. So we then have the opportunity to share the gospel with them. There are also questionnaires for purchase on Evangelism Explosion's website [here](#).

CASH DRAWING: Make posters for a cash drawing and opportunity to win a drink. We use \$25.00 for the drawing. It is a good idea to have a drawing of a small amount of money to help encourage people to write legibly and also can serve as motivation to complete a questionnaire even if they don't want to throw darts.

DART BOARDS: Obtain two dart boards and purchase extra quality darts. I think we have at least 20 or 30. You will also need two or three easels or some stands on which to mount the dart boards and a poster announcing the drawing. Something announcing the opportunity being offered on a pole about seven feet high is good too. Enlarge the bulls eye to about 8 inches in diameter to make winning easier. We just insert a circle of colored paper on the dart board centered over the bull's eye to do that. Also it is good to set the dart board back far enough from the table so not everyone wins, but not too far so a good number do. (If shooting darts is not acceptable in certain circumstances, tossing bean bags or some such game could be used.)

MISCELLANEOUS PREPS: We cover the table with a table cloth or plastic.

Buy a bag of mixed wrapped candies and place in two basket to offer to all students.

Need 2 baskets to put in filled-out questionnaires.

Bring incidentals: waist paper basket, stapler, masking tape, paper towels, etc.

Provide clip boards. We use at least 12. This provides enough for each volunteer to have 2 or 3 so they can keep asking people to fill out questionnaires while waiting for another one to finish doing so.

Purchase Pens and tie one to each clip board.

Prepare any literature you wish to hand out. We provide some literature that would interest our particular audience which in our situation is students about church activities and Christian student groups on campus.

PRIZES: Buy soda and water for prizes. We purchase about 100 bottles of water and 200 sodas and use almost all. (Our event lasts only 4 hours). We use coolers with ice to keep the drinks cold.

FOR SET-UP: Get to the table(s) at least an hour before event begins in order to be able to drive your vehicle to your table and get it ready well before the crowds arrive.

MANNING THE TABLE OR TABLES: We encourage adequate help. We used:

One to hand out the drinks when someone wins.

One to retrieve darts that have been thrown and make them available again.

One at each end of the table or tables to also hand out questionnaires.

Probably about four to be out in the crowd in front of the table or booth asking people if they would like to win a bottle of water or soda and get an opportunity to perhaps win a cash prize of \$25 or whatever amount you decide.

We found it is a good idea not to have the same people stay the whole time. It is quite draining.

INSTRUCTIONS FOR THOSE WHO HELP MAN THE TABLE(S)

We give helpers a brief instruction sheet of what to say and demonstrate how to do it, and basically they are trained! But more specifically:

Smile smile smile smile!!!! Say "Hi". Maybe say, "Welcome to NMU!!"

Ask if they would like to try their skill at throwing darts and win a can of pop (soda) or water and get their name in a drawing to possibly win \$25.00.

"But before you do," we say, "we would like you to fill out this brief questionnaire. **Please write legibly** so we know where to deliver the drawing prize if you are the winner!"

Also while they are filling out the questionnaires on the clipboard watch out of the corner of your eye to see if the takers are filling out the personal information part of the questionnaire fully and legibly. Or check when they hand the clip board back to you to see if they have done so. If not, ask them to do so, or even fill it out for them. But try not to embarrass them in the process. After this take the filled out questionnaire and place it in the basket of completed questionnaires while the prospect watches. Then inform him or her that they can now pick up the three darts from the table and try for a free can of soda or bottle of water. Say, "You get three tries. You just need to hit the yellow bull's-eye winner's circle to win a drink!" Some will love the challenge. Others, especially girls, are sometimes reluctant. Encourage them to try. "You'll be surprised!" Perhaps give them a few tips that will increase their chances. They usually go for it!

Make it a festive occasion. Do a lot of cheering when people win. This also helps to draw people to the stand. Offer those who did not win a candy or two. Try to remember to give everyone your flyer. Offer flyers as well to people who do not stop but who will take it in passing.

AFTER THE EVENT:

Sort the questionnaires into those who want or maybe want a discussion and those who do not. We honor the wishes of those who do not wish a discussion. We do not attempt to visit them. We then sort the questionnaires into geographic areas of those who wish a discussion or maybe wish one or are interested in a local church or a discussion group. This is to minimize walking time or travelling time when contacting prospects or doing follow up. (Some responders will be living off campus or even in surrounding districts or towns.)

You also might sort in accordance with other criteria you might wish to use such as
Wish to know how to get to heaven, etc.

VISITING WITH THOSE WHO INDICATED A “YES” OR “MAYBE” ON THE QUESTIONNAIRE:

- Generally we don't make appointments.
- When we visit the prospects, we say something like this, “Hi, we are the folks who had at table at the “event” (Fall Fest in our case) where you probably threw some darts and possibly won a soda or bottle of water.” They usually smile. We say, “Did you win?” Then we say, “You indicated on this questionnaire that you filled out (Have it in your hand so they can see it if they wish to) that you would be interested (or might be interested) in a discussion about how you can be sure of going to heaven (or about a spiritual dimension of your life). Ask if they have a bit of time for us to visit with them about it.
- If they are busy, try to set a time for the next week or another time. Mark the questionnaire with an “A” (for appointment) and the date and time.
- If prospects are not home, we mark the questionnaire with a “T” (for tried) and the date.
- If we have visited with a prospects and have agreed with them to a follow-up visit, we mark the questionnaire with a “FU” (for follow-up) and the date and time.
- If we made 3 attempts to visit a prospect and don't find them home, we no longer try until possibly the next semester if he or she is a student.

CHURCH VISITOR LEADS AND VISITS IN THE COMMUNITY FROM THEM:

We also obtain some leads from church visitors. They are invited to fill out a small questionnaire that is included in the church bulletin and to place it in the offering plate.

CHURCH PASTOR'S ROLE:

When we have church-visitor leads usually our pastor with an assistant trainer and a trainee visits such leads. Otherwise he participates with the rest of the trainers, assistant trainers, and trainees in visiting university student leads obtained at the Fall Fest event. He participates once a week (evenings) during two twelve-week EE training sessions per year. He also participates in team teaching the EE material. The Pastor's leadership has been an important factor in causing a good percentage of the people of our congregation of about 250 to have taken the EE training (including quite a number of high school young people) and to have experienced on-the- job training and the exciting things that sometimes happen while doing that. Christian college students sometime take the training as well.

VALUES OF THE FALL FEST LEADS:

If we do not have church visitor leads, we are never short of leads for our trainees to experience on-the-job training opportunities. It is a chief factor in sustaining the life of an EE ministry in our church. We have never yet in any given semester been able to visit all of the students who indicated an interest in a discussion. A second value is that EE teams are going to visit people who have expressed some interest. Therefore the likelihood of trainees experiencing how people can be led to Christ is greater. More people are also willing to become involved in the EE ministry when they know these are the kind of

prospects they will be visiting. Then as they learn they also become comfortable with approaching people in certain circumstances without a previous indication of interest.

ANOTHER VALUE OF FINDING SOME WAY OF OBTAINING LEADS TO UNIVERSITY AND COMMUNITY COLLEGE STUDENTS THAT WORKS FOR YOU:

It opens up a vast mission field right at our doorstep all over this nation. It can be opened at little cost relatively speaking and with the potential for great and very significant results.

FOR MORE INFORMATION ABOUT OUR SITUATION IN MARQUETTE MICHIGAN: Contact Cliff or Eleanor Maier, 906 226 8597 or email us, or Pastor Brian Oberg at Bethel Baptist Church.