

What makes Greeks possibly the most strategic students to minister to on the University campus:

Reaching Greeks is strategic

As a matter of fact I would say ministering in the Greek system on today's college campus is one of the most strategic groups to reach.

Easily Approachable

Access to students on Universities across the U.S. is becoming increasingly challenging. However, there is one group of students that the University cannot keep you from ministering to: Greeks..

Through one bold step of walking into a chapter, you can instantly have an opened door to 35 – 400. Nearly every Greek organization is founded on Christian principles. If a pledge trainer likes what you have to offer then he can require his 25-100 pledges to hear you speak. If a president likes what you have to offer, he might require the entire chapter to hear you speak. This fall alone, I was able to speak in front of 20 fraternity and sorority pledge classes with many of them hearing me speak 6-8 times! I was able to clearly present the Gospel to over 1,000 freshmen.

Longevity is key! The more trust you build the better. I hear from other campus ministers that reaching non-Greeks is getting harder to accomplish. Brandon Boyd, on staff with Cru, recently told me, “Non-Greek students, living in the dorms/suites on campus, are becoming increasingly more difficult to get in front of due to more layers or “barriers” put in place by the University leadership. Most of this is due to security and privacy concerns. I have found it increasingly difficult to get into these types of areas and yet I can walk right into the Sigma Nu house, talk with a pledge trainer and have almost immediate access to the pledges.”



This pic is one of several coed bible studies we led at Ole Miss this past Fall. The KA's and the Chi Omega pledge classes were encouraged to roll out and they did just that!

Great Social Skills

Due to the pressures of Rush, the social scenes within Greek houses, and the training throughout pledgship Greeks tend to be some of the most socially mature students on campus. Their well developed social skills makes it easy to meet with and talk to large numbers of people. They have great social networks that can in turn open other doors across campus. One of the greatest aspects to their social nature is that when someone trusts Christ in a chapter and begins to grow spiritually, the news can spread like wildfire throughout the chapter. Suddenly this person can influence as many as 350 other people in their chapter.

Future Leaders sororities

It is no secret that a majority of our countries leaders are products of the Greek system. According to USA Today all but 2 U.S. Presidents and Vice Presidents, 75% of U.S. Congressmen and Senators, and 86% of Fortune 500 executives came out of a fraternity. Greek men and women also have a 20% higher graduation rate than non-Greeks. 88% of the student leaders on 730 U.S. campuses are involved in the Greek community. When you consider the low percentage of students that are Greek affiliated these numbers are pretty staggering. In ministering to college students one of the biggest challenges we face is spending our valuable time with the right people. We must be selective with whom we invest in and groom them to invest into others. According to statistics, Greeks make for a wise investment. When Dr. Bright decided to reach the world for Christ, he felt college students were the sharpest and brightest and could make it happen. When he and his wife, Vonette Bright, walked onto the campus of UCLA in 1953, they started their ministry by reaching Greeks and leaders of the student government. Their idea was that if you reach the leaders, they will in turn reach the campus which will influence the nation.

Heavily Involved on Campus

My favorite thing about working with Greeks is the fact they make themselves readily available. Fraternities and sororities pride themselves on giving back to the campus and community. This past year alone Greeks raised over \$7 million for charity and served over 10 million hours of volunteer service. They are way more active and available than your average student.

I am not saying that working with Greeks is a higher calling but that it is extremely strategic. As I consult with students and campus ministers around the nation, I love helping them catch the vision that Dr. Bright had 63 years ago.

You can learn more about reaching Greeks at Greeklegacy.org