
Destino Stage Two

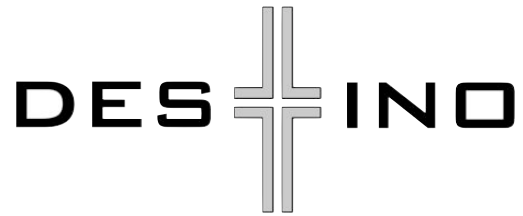
Principles We Used as God Grew Our Destino Movement from 10 to 100

Destinokristy & Destinoeric

<http://www.destinomovement.com> • Early 2011



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Overview

What this document is (and isn't)



As a couple we recently finished our third year of working with Destino. During that time we've seen God do amazing things on our campus. Not everything has gone as we would have hoped, but we can't deny that God has worked in wonderful ways.

We wanted to take the opportunity to write down some of the thoughts we've had and convictions we've formed along the way. We're not saying this is the *only* way to do Destino, but it is the way we've done it. Our desire is that as you creatively seek to reach Latino college students this document might help stimulate your thinking towards new ideas. Try new things, think outside the box, pioneer a new way. Hopefully God will use some portion of this document in your life as you seek to Win, Build, and Send Latinos to change the world.

Overview

This document is arranged in various sections. First we explain the **context** in which we are doing Destino. Then we share some of the **principles** that shape our ministry philosophy. As with anyone, these are fluid and the list would be different depending on which semester you talked to us. But this is where we are now at the beginning of 2011. We end the document with specifics of how we have done ministry with Destino, including **events** we've done on campus, **lessons** we've learned along the way, and **resources** we've found helpful.

Our Context

The specific aspects of our setting that affected our ministry choices.

DECODING OUR CAMPUS

Decoding your campus is one of the first things that you should do as you begin to start/grow Destino. The process of decoding involves asking lots of questions, doing research, and talking to students on campus. You'll want to find out questions like: How many Latinos are on campus? What percentage of the student body are they? Where do they hang out? Where do they live? What majors are they most likely to be in? Do they live in the dorms, apartments, or at home? Do they have jobs or are they only students? The answers to these questions will greatly shape the ministry decisions you make. You'll see it has done so for us.



Welcome to Aggieland.

DEMOGRAPHICS

We're working with Destino at Texas A&M University, one of the 10 largest schools in the country. This fall we have almost 50,000 students on campus. Our freshman class was 8,000 students, 1,500 of whom were Hispanic/Latino. Overall, Latinos make up 14% of the student body. Almost 70% of the students are Anglo, so this definitely affects how minorities relate to one another on campus. It has the effect of uniting the Hispanic/Latino community more tightly together than maybe at other schools.

FINANCIAL CONTEXT

The majority of our students come from lower socio-economic backgrounds. In the hundreds of students we've worked with over the past three years, I can only think of two that weren't on major scholarships. Typically our students are using their scholarship refunds to pay their rent and buy groceries. Some even go on food stamps.

This impacts how we do ministry in a major way. We're constantly thinking through how to put on free or low-cost events. Our goal would one day be to do a \$15 conference, meals included. We're not there yet. By necessity ministry to lower income students looks different than to upper-middle class students.

For example, when we worked with Crusade students in the past we would often meet with them over lunch. If it were on-campus the students would typically buy our meal with their cafeteria dining plan. With Destino it is just the opposite. If we meet over lunch and the student doesn't have a dining plan (usually the case), then I always offer to buy their meal. One is not better or worse, this is just one example of how ministry with Crusade and Destino is different.

SPIRITUAL ENVIRONMENT

Texas A&M is one of the most conservative schools in the country. As a result, many Christians are drawn to attend. There are so many believers on campus that another ministry in town has a weekly bible study in the basketball arena that draws between 5,000-6,000 students each Tuesday night.

There are almost 100 Christian student organizations on campus, from parachurch ministries to local churches to denominational ministries. Despite all this diversity, Destino is the first and only group specifically targeting Hispanic and Latino students.

Most Hispanics that come to A&M come from a Catholic background. Some get involved in the local Catholic church (which is a great one), but many do not. Some of those who come from Protestant backgrounds get involved in the other Christian organizations. Before Destino there was no place for students to grow in their relationship with God and maintain a connection to their Hispanic heritage. There was also no group specifically trying to reach the non-believing Latino students with the Gospel.

COMMUNITY CONTEXT

A&M is in a small town, College Station, Texas. The town is almost 80% Anglo ethnically. It is 10% Hispanic. Combine this with the ethnic breakdown on campus and you can see why Latinos (or other minorities) could feel very different on campus or in the community.

There are a good number of Hispanic churches in town (our sister city, Bryan, has a much larger Hispanic population). Most are small (less than 100 members) and none have yet focused their attention on reaching the Latino students on campus. We've begun to form some partnerships with churches in town and are excited to see those grow.

Principles

Beliefs that shape how we do Destino

As you read you'll notice that we spend a lot of time on Principles in doing Destino, more time than we spend on the practicalities. This is intentional. Ultimately, the practicals of doing ministry with Latino students isn't all that different from White students. It's still evangelism and discipleship. It's still loving Jesus and helping others do the same. Mainly what needs to change are subtle differences, things that are at the philosophical level. That's what we believe has helped us the most as we have done Destino. (If it was just the practicals then Latino students would have been reached a long time ago.)

A NEW CREATION

Before coming to Destino we had done ministry overseas among unreached peoples. One of the most exciting parts of doing ministry in that setting is that you are starting from scratch. There is literally no one who has gone before you. When you disciple new believers, you can help shape their view of Christianity from the very beginning. You can make evangelism a *normal* part of the Christian life, not just something for super-Christians. It's a chance to get rid of some of the baggage of American Christianity and try to start afresh, try to do something similar to the book of Acts.

We've tried to do the same thing in Destino. What an incredible opportunity God has given us to trust Him and create something new. Instead of just copying one of the other 100 ministries on campus, we could open our Bibles and ask the question, "How would Jesus do this at our university?" If He started with a blank slate, what would He do differently?

We feel this is one of the most important things you can do for your movement. Before you just start copying what you've seen done before, stop and think. Don't be so quick to copy your favorite mega church or famous pastor. Don't rush to introduce the particular Bible translation that is so popular in the Christian subculture. Watch your language, be careful not to introduce all the trendy, Christian subculture words that may be a part of your vocabulary.

Christian culture has good things about it, but so much of it is not Biblical. Here's your chance to get rid of that baggage. It will be hard to do, but believe us, it will be worth it. Once you've gone down the road of copying the Christian subculture, it's hard to go back. So start at the beginning being very careful to convert people to Christ and not to the Christian subculture. You'll be glad you did.

MOVEMENT

The idea of Movement is one that has shaped how we do Destino more than any other principle. Everything we've done has gone through the grid of, "Will this help us be a movement?"



MLK Jr. and the Civil Rights Movement

At this point you may ask, "What do you mean by movement?" For us the picture of the Civil Rights Movement is always in our heads. It was something that was *moving*, they were going somewhere. Their excitement was palpable. It was growing like crazy. It was out of control. This is how we wanted Destino to be on our campus.

Many times people will talk about the differences between a ministry and a movement. Ken Cochrum gave a great message at CM2007 outlining the differences between the two. Here is a chart from his presentation:



If you have Evangelism and Discipleship present in your Destino chapter, then you have a ministry. It is not until you have Evangelism, Discipleship, the Multiplying of Leaders, and Generating Resources (materials, staff, money) that you actually have a movement. This was helpful for us to have criteria to see how we were doing at being a movement.

Movement is something you are going to have to talk about all the time. Most students involved in your ministry have never seen a movement in action before. Many of us have been involved in ministries, but not movements. Have you been a part of something that had a sense of growth and excitement about it? Was it something that just seemed to be out of control because it was growing so fast? Looking at statistics from around the world, probably not. That's okay, it just means you'll have paint the picture of your desired future all the more clearly because people can't see it on their own.

EVANGELISM

Evangelism is the first part of becoming a movement. **We don't believe you can have a healthy Destino movement without doing tons of evangelism.** (And we define evangelism as "taking the initiative in the power of the Holy Spirit to share the gospel, *bring the person to a point of decision*, and leave the results to God.") This is a specific example of how you can do things

differently from the Christian subculture. Most Christians go their whole lives without sharing their faith. Don't let that be true of your movement.

One of the ways we can see if we are successful at having evangelism be a part of our movement is to ask, "How are people getting involved in Destino?" If most are already Christians before they come to Destino, then you're probably not sharing your faith a lot. Our goal is that most of the people who get involved with us were either not believers or were not walking with the Lord before they came to Destino.

The French Philosopher Albert Camus once said, "There is always a philosophy for a lack of courage." We've seen this true in evangelism. Most of your students are not going to want to share their faith on their own. They are going to need you to push them to do it. They'll give you lots of different reasons why they don't want to share their faith. Most of the time its just a cover for fear. Help them step out in faith and share the gospel. **As a leader you're going to always have to be thinking about how to lead in the area of evangelism.**

As we say a lot in our movement, "Share early, share often." The more you share the gospel on your campus the more opportunities God has to work through you. It's that simple. A practical way to put this in place is to set an evangelism goal for your semester. Trust God to help you share the gospel with 50, 100, or 300 people during the semester. As you step out in faith and trust Him to show up you'll be amazed at the life and energy it brings to your movement. Not to mention the numerical growth you'll begin to see.

RAPID TRANSFERABILITY

To be a Movement you have to be *moving*. One way we seek to do this is to have students begin to pass on what they are learning from the very beginning. If they just trusted Christ, we have them share their faith with their friends. If they are just now going through the followup Bible studies, then we have them lead those with someone else. **Whatever you learn, you pass on to someone else.**

We want it to be a natural, normal part of the Christian life to be passing on what they learn. Essentially, this is just discipleship. We want the culture of our movement to be that of disciple makers, not of people who simply show up to take in and never want to pass that on.

So, from the very beginning, look for ways to have people pass on what they are learning. That may be teaching all the new believers in your movement how to share their faith. Or it could be using a Bible study material like Essentials that encourages the participants to pass on what they are learning. Make *movement* a part of your Destino chapter at every point you can.

TRAINING

Training is part of the heritage of Campus Crusade for Christ. Bill Bright loved to train students and staff, whether in the Four Spiritual Laws, the Ministry of the Holy Spirit, or in other areas like the NLTC materials. His focus on training is a gift to Destino and a legacy that we've tried to live up to.

Training is different from Bible study. A Bible study might be on the topic of "God's heart for the world" or "The Fruits of the Spirit". Training is giving someone the skills they need to be a part of the movement. Training topics might be "How to share your faith" or "How to walk in the Spirit". Note the practicality inherent in the title, "How to...".

To become a movement the members need to have competency in various skills. Think of some right now, what would you list? A student would need to have a heart for evangelism. They would need to know how to share their faith. They would need to know how to feed themselves spiritually. They would need to know how to disciple others. These are the things that you need to focus specific training time on to help grow your movement.

We use a version of Crusade's NLTC (Available at <http://nltc.org> among other places) that we've modified to fit our needs. Most of the lessons are older than our students, but they're quality and time-tested.

We utilize a variety of venues in which to train our students. Some of it happens on leadership retreats before the semester starts. Each Wednesday we offer free pizza for lunch and then a training time. We call it "Destino Free Lunch" and invite students to come grow in their spiritual leadership skills. Sometimes we cover training topics during our weekly leaders meeting. Whatever you do, make sure you have specific times where you are working on *training* your students, in addition to your Bible studies.

SUMMER PROJECTS

A movement always needs more and better leaders than what came before if it is to keep growing. This is because if it is growing, then next year's leaders will need to be able to lead more people than this year's because more people are involved. **Summer Project is the single best leader-creation tool Destino has.** Think about it, how much time do you spend with a student during the semester? If you meet once a week for 2 hours, then you're only with them for 30 hours a semester. On summer project you log that much time with them in one day.

Project also serves as both an intense training time as well as a community-based spiritual greenhouse. God does something special in the lives of students while on project that just doesn't seem to happen during the rest of the year in quite the same way.

Our goal is to have 10% of our movement on an International project and 40% on a shorter stateside project every year. That makes 50% of our movement. We have yet to reach this goal, but we're getting there. Make summer projects a key part of your movement's cycle. Start in the fall identifying students that you want to recruit for project. Think of the students who you can envision being key leaders in a year or two, those are the ones that you want to make sure you recruit hard.

Summer Projects are crucial to growing your movement.

FAMILIA

As our movement first started to grow we would joke that our strategy was "Build, Win, Send". Students would get involved with us because of their friends. They were looking for a place to belong. Only after getting involved would they then decide to begin a relationship with God through Jesus. A sense of *familia* was crucial to our early growth.

This is an area that we did well at the beginning but was harder to maintain as our movement grew. When we were small we had lots of events in our home (bible study, leaders meetings, socials). We would often serve food as a bribe. :)

As our movement size increased the students experienced a good bit of anxiety as more and more people started to get involved. They loved that the movement was growing, but they were uncomfortable with the fact that there were lots of people they didn't know. Destino didn't feel as

“knowable” as before. This is not a bad thing, but something to be prepared for as your movement grows.

This coming semester we are trying to reinstate *familia* as a core value for our movement. We’re going to have a social every Friday night planned by different leaders (with a small budget). We have Destino Free Lunch on Wednesdays. We’re eating together in the cafeteria on Thursdays. We’re just trying to have more time to be around one another. We’ll see how it goes.

ETHNIC IDENTITY

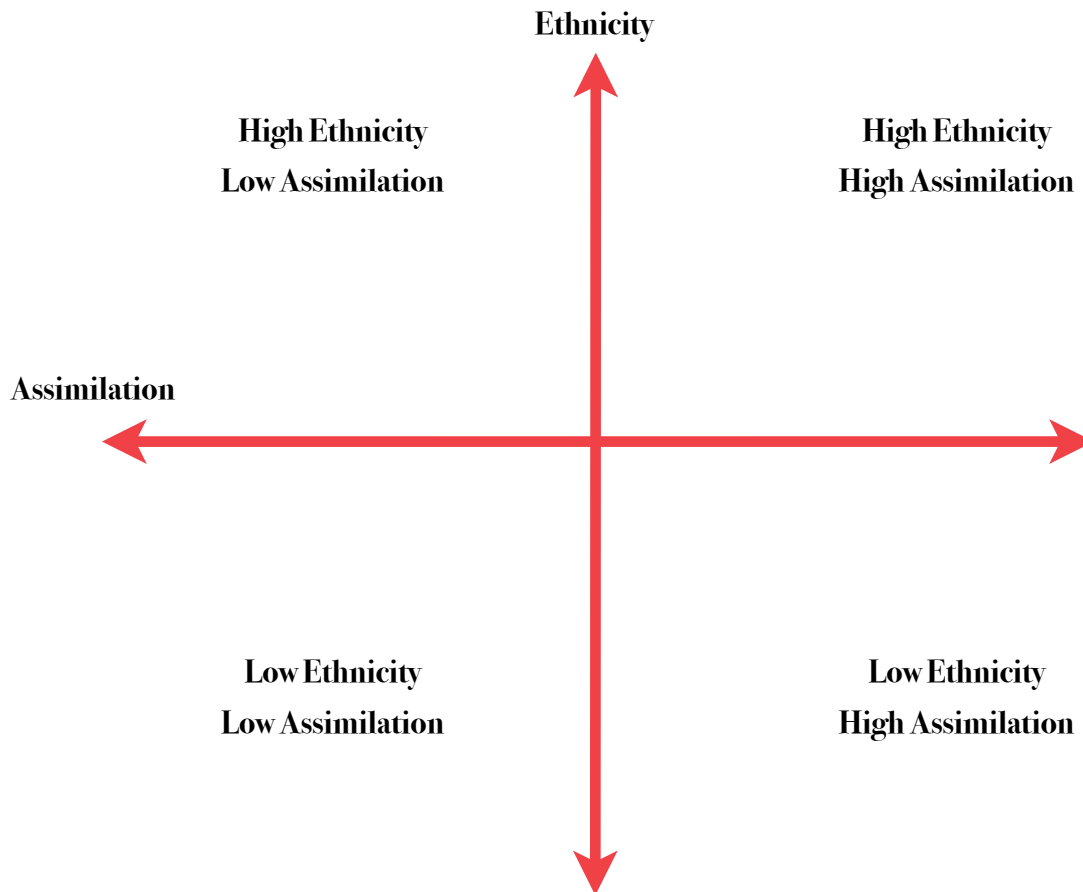
A Destino movement exists because we believe that the Lord wants to reach the world through every ethnic group. Because of this, it is important to engage Hispanic students in discussions about their ethnic identity journey. Which that’s what it truly is...a journey. Crusade staff that I’ve talked to about this tend to think that if they bring up ethnicity with a minority student, it will be insulting, making them feel different or not accepted. While I understand the concern of the non-Hispanic staff that say this, I think it is an important part of discipleship and worth stepping into as a discipler. For my own story, most Crusade staff never even thought of me as a Latina. I had assimilated really well into the dominant culture and had grown in my faith in a predominately white evangelical church. What got missed though in my growth was the perspective that my ethnicity did matter to the Lord and was a part of how He created me. I needed help in understanding that, but I was never challenged to do so.

That’s what we’ve tried to do in Destino. We want our students to recognize that having a strong sense of self includes their ethnic identity. To deny this within the context of discipleship feeds the lie that the cultural heritage the Lord had them born into doesn’t matter. When, in fact, every aspect of how he created us matters greatly. I’ve found that even asking simple questions about a student’s family background or traditions during holidays is enough to open the door to talking about their ethnic identity. Our goal is always to help a minority student move towards a greater sense of wholeness in their ethnicity knowing that this will affect their ability to settle into their identity in Christ. A lot of times, minorities struggle with self-hate. We as staff need to take the initiative in starting conversations with our students about those sometimes painful experiences of being a minority in a majority culture. It will also make the difference in the flavor of your movement if you encourage your students to embrace fully who God made them to be. When a hispanic student lives out their God-given identity to reach others for Christ it is

powerful. Your Destino movement will become more culturally relevant to the Latino community on your campus the more your students involved understand why their ethnicity is important.

A Better Contextualization Model

Orlando Crespo, in his book *Being Latino in Christ*, has a helpful model to think through a student's journey in their ethnic identity.



We had been exposed to the ABC model of Ethnicity before and liked it, but felt that the model Crespo uses was more thorough in explaining a student's relationship to their ethnic identity. The ABC model only allows for students who are Assimilated, Bi-Cultural, or Contextualized. We feel like Crespo's way of viewing this was more helpful. Here are some examples:

High Ethnicity - Low Assimilation: This is your typical student that Destino is trying to reach. They feel very connected to Latinos and not so much to the broader White culture. This student would probably not attend a Crusade meeting for long.

High Ethnicity - High Assimilation: This student feels at home in both a Hispanic and White audience, they're a Bridge person. They have friends from both ethnicities and live out of wholeness in their ethnic identity. This student is probably a part of both Crusade and Destino. They probably date either Latinos or White students.

Low Ethnicity - High Assimilation: This Hispanic student feels very at home in White culture but has few Hispanic friends. They are probably involved in Crusade and not Destino. They will probably date and marry a White student.

Low Ethnicity - Low Assimilation: This student doesn't feel like they belong anywhere. They've may have been hurt by Latinos and Whites and no longer feel accepted. This student may end up in either Destino or Crusade but probably not feel like they fit in in either place.

Remember, growing in your ethnic identity is always a journey. Students aren't static in the process. They may be moving from one quadrant to the other. They may not even be aware of some of these issues in their life. Your role is to walk alongside them, understanding where they've been and helping them find wholeness through the process. *Being Latino in Christ* will be an invaluable resource for you in this area.

LET THEM STAY LATINO

We spend a lot of time and energy working to let our students stay Latino. What do we mean? Coming from a Christian culture that is primarily White, it is easy to begin to want to conform our students to that culture. It's not a bad culture, its just different from our students'. We try hard to let them stay Latino. We do this by giving them more responsibility over things. We also try not to use Christian-ese vocabulary, words that are popular with the hottest authors today.

We do this for two main reasons. One, we want our students to be able to remain culturally Latino and follow Jesus. They bring unique perspectives to global Christianity. Two, we want them to maintain their unique cultural connections to unreached peoples of the world. Did you know that more than 4,000 words in Spanish come from Arabic? If we aren't vigilant to let our students stay Latino then they will lose their connections to many of the unreached peoples. We

believe God can use those connections to reach Muslims in a way like we've never seen before. That possibility is always on our mind as we minister on campus.

MAKE ROOM FOR DOCTRINAL DIVERSITY

One of the reasons we think Latinos are so open to the Gospel is that they are coming from a spiritual background that has given them a basic framework for belief in God and His Son, Jesus. One of the difficulties of that has been that we have attracted a wide range of students from different denominations. We have Catholics and Charismatics (and Catholic Charismatics) and everything in between, a beautiful thing to see.

It is a picture of what real unity was meant to be -- not that we would all be identical to one another but rather identified with one another. That is what we try to do in Destino and it is a challenging goal. We tell interested students that "we are focused on the things that draw us together, not divide us apart." We try to train our students to not focus on what divides all of us in our different theologies but on what unites us under the Gospel message. The doctrinal statement for CCC is broad for a reason, which allows a lot of different people to be able to work together to fulfill the Great Commission. With the kinds of students we are reaching, this is a major piece of the puzzle that has allowed us to grow. We don't force students to abandon Catholicism when they come to Christ (or any other denomination for that matter). We encourage them to stay connected to their churches and their communities knowing that the Lord will move along those relational lines as He transforms their hearts. I would hate to see us pull them out of their natural context because it makes us feel more comfortable to have them worshipping with us in our evangelical denomination of choice.

To do this successfully, we have to talk about it often. We don't just ignore the issue because by ignoring it the problem will eventually explode. So to avoid a divisive split later, we teach about it early and often. We try to train our students to focus more on how we are to love one another in our differences rather than create dissension on issues that are not essential to our faith.

Charles Kraft says in *Communicating the Gospel God's Way*, "**Euro-American Christianity...has turned so completely to a concern for knowledge, information, and doctrine, that it frequently occurs that we defend our doctrine at the expense of relating to even fellow Christians in a Christian way.**" This is what we attempt to guard our students

against. We challenge them to have a wide net for who all is included in the movement of trying to fulfill the Great Commission, and we also encourage them to focus on “behavioral heresy” not just “doctrinal heresy” as the book suggests our Euro-American Christianity is prone to do. Like I said, it is a hard task, but one that is crucial to the success of any movement. We believe it will be difficult for you to reach Latinos well if you do not make room in your movement for Catholics and a diversity of other denominations as well.

DISCIPLING THE WHOLE STUDENT

For many years I was predisposed to thinking that discipleship only dealt with the spiritual areas of a student’s life. For the most part, I was able to get away with this. Students usually had their academics under control. Many had parents who could bail them out financially if they made a major mistake. In Destino I’ve broadened my definition of discipleship and I think this has helped tremendously.

Academics

Only 52% of Latino freshmen will graduate college within 6 years. I remember being stunned the first time I heard that statistic (the average for all ethnicities is only 60%). If we really are serious about raising up a generation of Latino leaders, then we need to be serious about helping them succeed in college.

We begun to try a number of strategies to help students improve their academics. We’ve tried group study sessions (hasn’t gone over well), having professors come talk, and even putting on academic programs. One, called ¿Como Que Failing?, has been successful. We share about it below.

No matter what you try in this area, do something. Work to help the students in your movement get more efficient and effective at studying. Not only will fewer of your students drop out of school (which kills your movement momentum), but they’ll have more time to be a part of the movement and its activities. They’ll also be learning a Christianity that affects all areas of their lives, not just when they’re in Bible study. This kind of holistic discipleship is sorely needed around the world today.

Time management

Time management has been a major area that we have been forced to train our students in for the simple reason that if they don't manage it well they won't have much time to spend with us. If our students were wasting lots of time, that meant less time sharing their faith and discipling others. It meant less time with friends growing in community. It meant less time being around the movement. There's a great lesson in the Compass that we use to help our student leaders in this area.

Emotional Wholeness

When Destino began to grow in number initially, it was mostly growth through new converts. We had so many new believers which was really exciting. What we didn't take into account was that they were not coming from great home lives and many were bringing in heavy baggage to their new relationship with Christ. I quickly discovered in my bible study of 11 girls that 7 had been abused sexually or physically, mostly by family members. The majority also had alcoholic fathers and had grown up in a home with all the dysfunctions that come with that. In Crusade when I had a student that had a dark family past and was struggling with behaviors like eating disorders, obsessive compulsive disorders, or homosexuality, I generally referred them to a counselor for help. When we started having to refer more than half a bible study to counseling that they couldn't afford, we quickly realized that model of dealing with emotional trauma wasn't going to work anymore.

So we've recently decided, that while we will continue to refer students that need help to counselors, we will also try to address things more systemically. Some of the ways we are going to try to do that is to have a counselor in town come and talk to students about healthy ways of coping with family stress or anxiety in general. Another topic will probably revolve around homosexuality and what some root causes can be. We want students to seek personal professional counseling to dig deeper into the wounds of their past, but we recognize they can't all do that so we are trying to go after this problem in several different ways. Hopefully, through God's redemptive grace, we will see transformation not only in their individual lives, but also in the Latino community as a whole.

EMPOWER BELIEF IN THEMSELVES

About a year ago we had a meeting with all of our Bible study leaders. We were challenging them to dream of the future, to gain a vision for what God could do in and through them. We asked the question, “What would it look like in the Hispanic community if Jesus really showed up?” One of the answers caught me off guard. A key leader said something to the effect of, “People would see that Hispanics have something to offer and that we’re not a bunch of good-for-nothings.”

I was blown away. Of course I didn’t think of the students that way, but then I realized the media messages they were receiving from American culture at large. A big thing you can do is help to empower your students to believe in themselves. They are incredibly valuable and will be leaders in the future. You may be the only person telling them the truth about who they really are.

*“If there is something I am proud of,
it is to have told my people that we are not second-class citizens,
that we can get things done, we can believe in ourselves,
and then people have started to believe.” - Brazilian President Lula*

LOYALTY COMMUNICATES VALUE

Latino society is communal and much less individualistic than mainstream American culture. As a result, loyalty is highly valued by Latinos. One of the lessons I’ve learned along the way is if I want to show a Hispanic students that I care about them, then I am loyal to them no matter what. Two examples will show more clearly what I mean.

1) Last year there was a theological disagreement between our students and another ministry on campus. The rhetoric between the groups escalated to the point where we decided to call a meeting and sort everything out. Our Destino students were being mistreated but at the same time weren’t blameless themselves.

During the meeting I had their back and defended them. They were being treated unfairly and I stood up for them (loyalty) and it showed them that I cared. They apologized to the group for their role. Before and after the meeting I met with our students and reprimanded them for the way they were acting. The key difference was that I did so in private. In public, I had their back.

2) This past semester the student senate at our campus voted to pass a resolution saying that undocumented students shouldn’t receive in-state tuition. This resolution had no practical

effects on campus other than to set an unwelcoming environment. More than 10% of our Bible study leaders are undocumented students .

It quickly became clear that we needed to take a stand on campus for our students. We mobilized our movement to be a part of the protests against the resolution. 30 of us attended a student senate meeting to express our opposition. It was a key time for us to “love our neighbor as ourselves”. By displaying loyalty we showed our friends that we cared for them.

VALUE UNDOCUMENTED STUDENTS

10% of our Bible study leaders are undocumented immigrants. Texas allows undocumented students to attend college and there are roughly 200 students with illegal immigration statuses at A&M. They have been an incredible value to our movement, in fact, I doubt we would have grown without them. Some of our most effective evangelists and compelling spokespeople are undocumented.

You can show value to these students by helping them as they seek legal immigration status. Pray for the passage of the DREAM Act or other similar legislation. This is a moral issue, not just a political one. Show your undocumented students you care.

ANOTHER MODEL OF CONFLICT RESOLUTION

After reading *Ministering Cross-Culturally* (discussed below) we felt we needed to adjust the way we handled conflict resolution within our movement. The typical Campus Crusade model of conflict resolution follows a prescription from Matthew 18:

- 1) Approach the person directly.
- 2) If they do not respond, then bring a few others.
- 3) If still they do not respond, then remove them from the community.

The authors of *Ministering Cross-Culturally* point out that in different cultures, the word *directly* has different meanings. For the typical American, going directly to someone means that you speak to them face to face. However, for many cultures around the world, it is disrespectful to resolve conflict face-to-face. These cultures prefer to go *directly* to the person through a mediator. The mediator relays the message between the parties.

For the average American this sounds completely wrong. It is not until you look at the Gospels and see this played out there that it begins to make sense. A great example is when the Centurion asked Jesus to heal his servant. Matthew 8:5 says that “a centurion came to Jesus asking for his help.” Luke 7:3 states “the centurion heard of Jesus and sent some elders of the Jews to Him, asking Him to come and heal his servant.” Were the gospel writers confused? Which is true? The answer is that the Jews viewed sending a mediator *as going directly*. It is often the same way in many Latino cultures.

As a result we now have two ways of dealing with interpersonal conflict in our movement. Students can go directly to the person and resolve the conflict face to face. They can also go directly to the person by sending a mediator. They’re not allowed to talk to others about the issue and only certain people in our movement are designated as “mediators”. This is one way we’ve tried to be sensitive to cultural differences as we work with Destino.

Events

Events we've tried over the past 3 years

SOCIALS WITH A PURPOSE

When we first started working with Destino many of the outreaches we would try could be best described as “Socials with a Purpose”. We wanted to gather students and let them enjoy spending time together. It might be a game night, a BBQ in the park, or a scavenger hunt. At some point during the night we would have 1 or 2 students share their testimonies and a little bit about Destino. It might have only been 5-10 minutes during the whole event, but it allowed their friends to see that God was working in their lives. As we've grown we've gotten away from doing these events because of our size. We're trying to return to doing more of them this next semester.



BBQ at the Park where we played Mafia.

¿COMO QUE FAILING?

This literally translates from Spanglish as, “What do you mean, ‘Failing’?” Its our take on Steve Douglass’ popular academic program, “How to Get Better Grades and Have More Fun”. We’ve started to do this event during move-in week before the start of the fall semester. We’ll serve free pizza and pass out contact cards so that we can followup with freshmen during the first few weeks of school and invite them to Destino. Currently only 52% of Latino freshman will graduate within six years so this program is also helping to meet a real need on campus.

SALSA NIGHT

Salsa Night is another event that we do during move-in week before the Fall Semester gets underway. This past year we had 450 people attend, about 1/3 of whom were Hispanic. It's a great way for us to show that Destino is not just about religious stuff, but about having fun together as well.

FRESHMAN SURVIVAL KITS

One of the most successful evangelistic events we do for the whole year is the traditional Freshman Survival Kit (FSK). We join together with Crusade on our campus and pass out 1,500 FSKs during the first two days of the Fall semester. On the survey that students fill out to receive an FSK we include the following question, "Are you Latino/a? Yes or No"

This helps us to be able to sort the surveys and find the students who are Latino or Hispanic. We then follow up with those students, share the gospel on the first appointment, and invite them to Destino. Again, this is one of the best ways for us to meet new Freshmen each year.

STUDENT ACTIVITIES OPEN HOUSE

Each semester our university's Student Activities Department hosts an Open House. Its a chance for every student group to set up a table and try and recruit new members. They organize the student organizations according to what type of group they are. We make sure to be at this event every year, and **we always setup in the cultural section** (instead of the religious section).

Because our campus is not primarily Hispanic, this is the best way for us to find the Hispanic students at Open House. Many will not come to the religious section of the event, but most will walk through to look at the cultural groups.

LAS POSADAS

Las Posadas is a Mexican and Latin American cultural tradition that takes place just before Christmas. "Las Posadas" is Spanish for "The Inns" and is a reenactment of Joseph and Mary searching for a place in Bethlehem in which to stay. This event is a great way to share the Gospel (it's about Christmas!) in a culturally relevant way.

FREE LUNCH

Free Lunch is another way for people to get involved with Destino who can't make it to our weekly meeting on Tuesday nights. We serve Free Pizza and drinks from 11:30-12:30 and then again from 12:30-1:30. We offer it at two different times so that if people have class during the first free lunch they can make it to the second one.

We usually eat for 15 minutes and then have a lesson based on Campus Crusade's NLTC curriculum. This includes things like CoJourners, How to Share the Knowing God Personally Booklet, The Word of God, Making Decisions in the Will of God, and other topics. This is not a Bible study but more of spiritual training. We view this as a way to help people grow in their spiritual leadership skills. These skills are necessary to really have a growing movement.

BE A KID AGAIN

Be A Kid Again was one of our original "Socials with a Purpose". We would go out to a park and play all kinds of silly relays like we were in elementary school again. We would have food, play football and volleyball, and someone would share their testimony and invite people to Destino. This event has worked well at the end of the year during Finals Week when people need a break from studying.



LOCK-IN

The past three semesters we've done a lock-in at a local church to start the semester. We try to have it the second week of school (before test week). Its a night where we can get together, play games, have about an hour of spiritual content, and just log time getting to know one another. There's something about staying up all night with 50 other people that helps you bond. We make the event free for students so its easy for them to bring their friends to and a great first connection. The church lets us use their facility and all we do is give a love offering for the electricity we use. They've been great servants to us.

WOMEN'S OVERNIGHT

Every fall Crusade and Destino partner together to do a women's overnight. The first year we switched to Destino full-time though, we decided to have a women's overnight in the Spring as well that specifically focused on Latina issues. It was so fruitful! We have done it every Spring since then. We typically pick a Friday in early February near Valentine's Day and have girls over to someone's home where we have dinner together, play games, and also have some spiritual content. Some years we've had a staff person gives talks the first night and next morning while other years we've just had discussions. The topics we cover are similar to what a Crusade women's overnight would cover such as body image/self-image, purity, and femininity, but the direction the discussion goes differs greatly when it is a group of Latina women only. We have noticed that we deal with more of the black and white issues of purity rather than the gray (ex: "Is it ok to sleep with my boyfriend if I love him?" rather than more subtle battles with lust), self-image includes the topic of their skin color and what emotions that raises in them, and body-image doesn't usually revolve around an obsession with being thin but more about the feeling of never measuring up to the standards of beauty within the Latino culture or the standard of beauty in White culture .

MEN'S RETREAT

Each Spring we've done a Men's Retreat where we've gotten away for the weekend to play video games, eat *carnitas*, play sports, and talk about what it means to be a Godly man. After our first retreat one of the guys commented, "Man, this weekend proves that you don't need alcohol or drugs to have fun." A family has hosted us at their home each time and this is one of the most looked forward to events of the year in our movement.

Tough Lessons

Things we wish we had handled differently (or learned the hard way)

FAILURE OF THE ATTRACTIVE MODEL

On our campus at least, it hasn't worked for us to try and attract students to our weekly meeting. We have to go out and find them.

This past fall we sent a postcard to every incoming Latino freshman introducing them to Destino and inviting them to some of our events during move-in week. The letter was sent to 2,000 students. We then had two events during move-in week (¿Como que failing? and Salsa Night) that had a combined attendance of 300 Latinos. We also put up flyers in all the dorms and had an advertisement running on the screensavers of the computing center. Then we passed out 1,500 FSKs during the first two days of school, with approximately 250 going to Latinos. **After all that, we only had 30 freshman attend our first weekly meeting.** There are 1,500 freshman in this year's class. To get so few to come after all that publicity, showed us that we would need to be reaching out and not just waiting for people to come to us.

HANDLING OF QUESTIONABLE AREAS

We had just started growing as a movement and were giving the students lots of opportunities to lead. One of the things we started to notice was that we had students who were young in their faith. Their lives on Tuesday night (our weekly meeting) weren't matching their lives on Friday night. It became clear that I needed to approach some of the students to address this.

In my handling of it, I made two crucial mistakes. One, I hadn't yet learned that "loyalty communicates value" to Latinos. Had I communicated with more loyal language ("I'm all for you, let's just talk about how to grow in this area.") I think things would have gone much better. Two, I think I had unrealistic expectations as to the pace of growth in their lives. The students had just become believers (or started walking with the Lord) and I was expecting them to have the spirituality of someone who had been in church their whole life. Yes, I needed to hold them to

Biblical standards, but the way I went about it was all wrong. As a result the students stopped being involved (along with a lot of their circle of friends) and I hurt a lot of people.

EQUATING LEADERSHIP POSITIONS WITH TRANSFERABILITY

Another area that came up this year was putting people in positions of leadership before they were truly ready. This came out of a desire to promote Rapid Transferability (see Principles above) but ended up causing lots of problems.

Our movement was growing and we were having lots of new people get involved. We made it very easy for someone to become a Bible study leader (basically, were you a believer and did you want to help others lead). Transferability is good. The problem came when we gave people titles too early. Then when they had theological beliefs that didn't line up with Destino we had to ask them to step down from leadership. If instead they had just been a part of the movement and these things had come up, we would have been able to address them without losing people in leadership. It would have allowed for more time for people to grow before we put them in a public position.

NOT ADDRESSING HOMOSEXUALITY EARLY

We didn't really begin to address the issue of homosexuality in our movement until this past semester. That was a mistake. Because many of the students in our movement are new to walking with the Lord, they are still learning how God feels about certain issues. Many are unaware that the Bible views homosexuality as a sin. We've had multiple leaders step down because of their views on homosexuality (not because they were practicing the lifestyle). Had we addressed this earlier (maybe even broaden it to what does the Bible say about sexuality) we might have been able to avoid some of these issues.

Cycles of Momentum

How We've Tried to Flesh Out our Principles in a Yearly Calendar

OUR YEARLY SCHEDULE

August: We'll begin the year high energy trying to meet as many new students as possible. Dr. Gus Reyes has said that the average Latino student will decide in the first three weeks of school whether they are going to stay or not. It is crucial to reach them early. Before school starts we have a two day leadership retreat gathering all our student leaders for the year. During Move-In week we'll flyer the campus, put on events like **¿Como Que Failing?** and **Salsa Night**, pass out **Freshman Survival Kits**, and have our first weekly meeting.



Salsa Night Outreach.

September: We focus on two things: **following up contacts** (sharing the gospel with every student we meet) and **recruiting for Fall Retreat**. We try to do a number of socials so that people feel connected (like **The Lock-In**). We also start **Destino Free Lunch**. September 15 starts Hispanic Heritage Month which will run until October 15th. Its a great time to be involved with the broader Hispanic community on campus. We've done events during this time to help us meet more students.

October: Fall Retreat. It is such a key time to really connect students to our movement. There's something about going away for the weekend together that really bonds a group together. Ideally

we will have another outreach event after Fall Retreat to generate more evangelistic contacts, though we haven't always been good about pulling something like that off.

November: This begins our big push for **Summer Projects**. Students can begin applying for project on November 1st (hopefully earlier in future years). We'll have two or three weekly meetings dedicated to Summer Projects where we show videos and have students share testimonies who have been in the past. We'll even bring computers to the weekly meeting so that students can start their applications before they leave the building. We also begin to recruit for **Winter Conference** at the end of the month. We continue to meet with contacts and continue to disciple students who are involved.

December: We co-program a **Las Posadas** event with another group on campus and have a Christmas party. We try not to do too much during this time of the year so our students have time to focus on their studies.

January: We start off the new semester with Winter Conference. It's a great way to get some momentum as we enter the spring. We return immediately to the start of a new semester and start with opportunities for evangelism. This year we're bringing in Michael Leahy to do **Porn Nation**, we'll see how that goes.

February: During this month we usually do **Men's Retreat** and **Women's Overnight** events. These are great to build community among the members. We'll continue things that started in January like **Destino Free Lunch** that not only create community but also train our students in their spiritual leadership skills. We'll also continue to recruit for Summer Projects, though our focus will switch primarily to **Destino Trek**.

March: We've taken Spring Break trips in the past and have had a few students attend. At this point we begin to start thinking about the next fall and who our leadership is going to be. We also try to do some **evangelistic events around Easter and Lent**, though we've dropped the ball a few times in this area. After Spring Break we'll try one more time to get more evangelistic contacts and complete another cycle of momentum.

April: Leadership applications come out for the fall. We are now pushing hard for students to attend **Destino Trek**.

May: End of the year and a party during finals to blow off steam. We'll send the graduating seniors off well and get ready for the fall. We finish Trek recruiting.

June-July: We have a smaller Destino meeting that meets over the summer for those who are in town taking summer school.

Our Movement Structure

Benefits and drawbacks (and description) of how we do things on weekly basis

In many ways our movement structure feels like a “flavor of the month”, we’re always trying new things. I’m not sure if that means we’re innovative or we just can’t find anything that works just right!

PHILOSOPHY

When we started to work with Destino there were only 8 students involved. The typical Campus Crusade strategy we had used in the past involved going to different dorms and trying to start Bible studies there. We realized that Destino needed something different. **We needed critical mass.** There was no Bible study on campus that Hispanic students could come and feel like they really fit in.

So, instead of trying to start lots of small Bible studies in locations all over campus, we wanted to bring everyone to one location. We would have our weekly meeting and then afterwards split up for Bible studies. We knew we had gotten what we wanted when one student walked in at the end of the first semester and said, “So this is where all the Hispanics are! I’ve been looking for y’all!”

STRUCTURE

Ideally each year we have two student directors, a guy and a girl. They work closely with the staff team to set the direction for the year and lead the movement. They disciple some of the key student leaders.

Next we have “leaders of leaders”. They lead Bible studies on Sunday nights that are made up of Tuesday night leaders. Staff members disciple our Sunday night leaders.

Tuesday night leaders are students who lead our *familia* groups on Tuesday nights. They lead together with someone of the opposite sex (just like a real *familia*).

SCHEDULE

We meet each Tuesday night for our Destino Weekly Meeting. We'll have praise and worship, an icebreaker, announcements, maybe a skit, and then break into our *familias* (small group Bible studies). The building we meet in allows for us to split up but stay in the same building.

We also meet each Sunday night for a leaders meeting. We spend about 30 minutes on training and announcements and 90 minutes on discipleship and the Bible study we'll be leading that week.

We also have Free Lunch on Wednesdays and this semester are trying out a plan to have socials every Friday night.

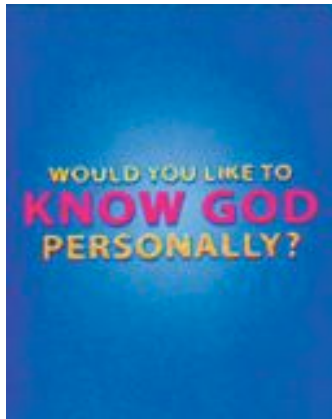
DRAWBACKS

Under our current structure if you are unable to make it to our Tuesday night meeting then you really can't be involved in Destino. (Also, if you can't make it on Sunday nights, then you can't be a leader with us.) This is a major drawback and one we still struggle to figure out how to remedy. But we decided early on we needed critical mass and this is a consequence of that decision.

Favorite Resources

Materials we've found useful in ministry

The following resources have been helpful to us as we have sought to build a Destino movement on our campus. Here are some of the things we use and why we use them:



Some semesters we've seen 1 in 4 students trust Christ after being walked through the Knowing God Personally booklet.

KNOWING GOD PERSONALLY BOOKLET

We train all of our student leaders to share their faith using the Knowing God Personally booklet. It's certainly not the only way to share the gospel, but it is a very good one. Here are some reasons why we like it so much:

- **Complete.** With four key points, it covers everything someone needs to know to begin a personal relationship with God.
- **Simple.** Everything you need is there with nothing you don't. I usually tell students, "I can't remember the whole Bible, but I can remember four little points."
- **Transferrable.** *This is key.* To build a movement you need to be able to train people how to reproduce themselves. With a complicated gospel presentation you force people to be an expert in the gospel or have a theology degree before they can begin

sharing their faith. New believers are experts enough already. God has changed their life, let's train them to share that with their friends as soon as possible.

- **Attention-Keeper.** When I go through this booklet with a student I keep their attention. The conversation doesn't drift to other random topics in the Bible.
- **Decision Point.** The KGP booklet brings people to a point of decision. So often as a student I would do a lot of talking about Jesus but never actually bring people to a point where they had to decide if they wanted Him in their life or not.
- **Relevant to Latinos.** The KGP booklet was originally written for an audience that was nominally involved in Church but was very respectful of the Bible and God, they just needed the Gospel simply explained. Sound familiar?
- **God Uses It.** We've seen more than 100 students come to faith over the past three years primarily through using this tool.

The most common objection I hear to the KGP booklet is that people are too sophisticated today to want to read a tract. I can only speak from experience. In probably 150 gospel presentations I've only had two people tell me they weren't interested in going through the booklet with me, and one of them was because he had to go to class. My suggestion would be to use it for a month and if after that point you still don't like it, then move to another tool that works better. *Whatever you do, share your faith like crazy.*

ESSENTIALS BIBLE STUDY

We've used the Essentials of Spiritual Growth and Multiplication study in our movement because it was the first Bible study material we had ever seen that had movement principles built directly into the curriculum. Each lesson follows a CHAT format: Connect with one another, Hear from God's word, Apply it to life, Tell someone else. It is the "tell" that makes the Essentials the only missional Bible study I know of.

Essentials focuses on application, not on knowledge. We believe that a Christian's primary problem is not a lack of knowledge about God, but rather the lack of application in their life. Kids from Christian backgrounds want to know the Greek behind the study when they're not even

practicing prayer in their own life. Who cares what the Greek is when you're not living out the basics?

We've written our own lessons to cover Acts and an overview of the Old Testament, but we stick with the CHAT format even when we design the Bible studies. You can find out more about Essentials at <http://essentials.ccci.org>

FOLLOWUP

We use the standard Life Concepts followup materials that a typical Crusade movement would use. Our goal is to have every new believer (and many new members) go through followup. We add one additional lesson to followup called "Your New Life in Relationships". It is from the previous version (old school) Crusade followups and deals with how our relationship with God affects our sexuality.

THE COMPASS

We've just begun to use this resource (it's also available in Spanish!) to help our students become better disciple-makers. The advantage to the Compass is that it removes the guessing game of "what should I cover with my disciple today?" from the process of discipleship. We hope to add a few lessons in the future to cover topics such as Ethnic Identity, but overall this is a fantastic resource.

SOULARIUM

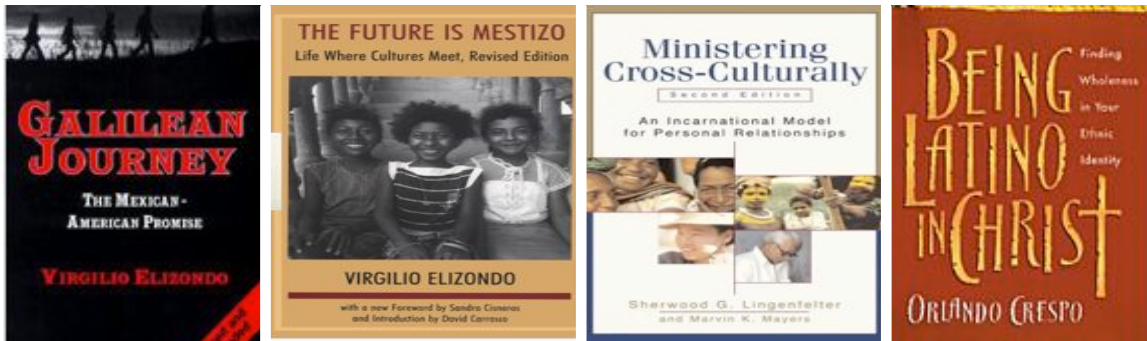
Soularium is a great way to help your students take the first step of starting spiritual conversations with their friends. This has been beneficial as we seek to help our students overcome their fear of sharing their faith.

NLTC MATERIAL

See "Training" above for a description and <http://www.nltc.org> for material. This is probably an area where you'll see the most return for your investment if you add this to your movement.

Books

Authors who have shaped our views along the way



Some of the most influential books we've read.

Many people have gone before us in ministering to and from a Latino/a context. We wanted to give a list of the authors we have read who have influenced us the most. No doubt there are many more who will help you as you seek to enter Latino/a culture as a learner. Our prayer is that some of our students would take up the mantle and be the next generation of Hispanic theologians and thinkers.

JUSTO GONZALEZ

Mañana: Christian Theology from a Hispanic Perspective

This excellent book has done more than any other to shape the way I view how ethnicity shapes our theology. Before reading this book I had no idea the numerous ways Hispanics were mistreated in the United States. I was also clueless to see how their perspectives on theology could enrich my own so much. This book will help you to see God and your students in a wonderful new light.

Santa Biblia - Reading the Bible Through Hispanic Eyes

Through this book Justo Gonzalez shows that, though the Bible does not change, our perspective from which we view it does. He masterfully walks through different examples of how Latinos read

the Bible from marginality and the deep insights it brings them. This book will help you become a better Bible study leader in Destino because it will help you learn your students better and appreciate more their unique perspectives on Scripture.

VIRGILIO ELIZONDO

Galilean Journey

Father Elizondo begins by asking the question, “Why is Galilee, a region seldom mentioned in the Old Testament, given such prominence in the Gospels?” In his most important work, Elizondo relates the Mexican-American struggle to that of the Galilean Christ, someone who was doubly rejected. Galileans were rejected by Rome for being Jewish (not Roman enough) and by Jerusalem for not being Jewish enough. Mexican-Americans (and other immigrants) face the same today. Rejected by Americans for not being “American-enough” and rejected by Mexicans for not being “Mexican-enough”. **Read this book to grow in your love both for Christ and the bi-cultural people He represents.**

The Future is Mestizo

Another fantastic book by Elizondo that talks about the role the blending of ethnicities plays in our future, both here on earth and in the new heaven and new earth.

ORLANDO CRESPO

Being Latino in Christ

For a young college student still trying to figure out their ethnic identity and what role it plays in their Christian life, this book is very important. It is also good to read as a staff person to know how to even engage in the conversation with a minority student about their ethnicity. Our job as staff has to include helping these students embrace all of who God has made them to be and a part of that is helping them to explore this area of their life. The book does an excellent job of laying out what the journey has looked like for himself and others that have gone before him. It was practical and moving and very instrumental in my own life as well.

MARVIN MAYERS AND SHERWIN LINGENFELTER

Ministering Cross-Culturally

This book provides great practical advice for those doing cross-cultural ministry. Focused on the Incarnation as our model, the authors show that the life of Christ gives us the example for ministering cross-culturally. They then walk through 7 areas of life (approach to time, conflict resolution, etc) that cultures differ in their approach to. **Can't recommend this resource highly enough!**