

# Still Changing Lives With a Great New Name

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*is becoming*



A caring community passionate about connecting people to Jesus Christ.

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That's right! In the U.S., Campus Crusade for Christ is becoming Cru. We know you care about this ministry and we want you to be among the first to know. We're announcing it now. We'll adopt the new name early in 2012.

This change is being made in order to be more effective in sharing the gospel and to see even more people come to faith in Christ. It's been a two-year process, but ultimately we have come to this decision through much prayer and with a deep sense of dependence on God.

## Words Matter

Although our name for the last 60 years is well respected in Christian ministry and missions, the word "Crusade" now carries serious negative associations. Also, the word "Campus" actually hinders people who are not students from engaging in our broad range of ministries. Research has shown that 20% of the people in the U.S. willing to have a conversation about Jesus are less interested when they hear the name Campus Crusade for Christ. Words may take on new meaning over time, but our calling never changes. We are committed to give every person around the world an opportunity to hear the gospel and a chance to say YES to Jesus. That's what makes a name change necessary.

## Field Tested

Cru has been used for over 15 years by a number of our local college ministries. It has a track record of success in evangelism and discipleship. To those who are familiar with us, it connects with our past and yet is forward looking. For those that we will connect with in the future, the name will be filled with all of the experiences and meaning of who we are and what we have to offer.

## Changing Our Name Will Help...

- Increase evangelism as more people are willing to engage with us in discussions about Christ.
- Involve more people who want to make a difference in their world for Christ.
- Improve synergy between all our ministries. They will benefit from a more cohesive connection while still maintaining their individual ministry's identity.

In the months ahead, there will be a period of transition where you will see both names used. For more information, please visit [www.ccci.org/cru](http://www.ccci.org/cru) to see a brief video, graphics and answers to the most frequently asked questions.

You can be sure that our calling and mission have not changed. Our heart remains the same—to help fulfill the Great Commission by winning people to Christ, building them in their faith to see their lives transformed, and sending them out to reach others for Christ. Thank you again for your partnership in this ministry. Please pray with us that many more people will come to Christ as we take this step of faith together.