

Running a Proxe Station

Proxe Stations 101

Evangelism = Awkward?

Public evangelism can make people feel a certain way. Some might feel like it's exciting and natural. For others it may feel scary, awkward, and risky. Take a minute to reflect on how you feel about evangelism.

Paul's Ministry in Athens

Read Acts 17:16-32. Paul displays four important principles that should guide our Proxe Stations.

- **Go public** – Proxe Stations happen in public spaces where students and faculty gather.
- **Talk using the culture** – Proxes creatively use the cultural artifacts of our day to build common ground and connect to the gospel.
- **Stoke their felt needs** – Proxes follow Paul's lead, dialoguing with students and faculty about their felt needs and bridging toward Jesus.
- **Close with a challenge** – At the end of every Proxe Station, we explain the gospel and intentionally invite them to respond to Jesus.

So, What's a Proxe Station?

A Proxe Station is a set of large, interactive visual displays meant to start spiritual conversations on campus with passers-by, whether they be students, faculty, or campus visitors. The term 'proxe' is a made-up word that refers to engaging and creative visuals that lead to the gospel.

How do Proxe Stations work?

- **Catch the eye** – Using bright and beautiful designs in public spaces to stir curiosity and interest.
- **Ask people to engage** – By asking people to engage, it can turn an initially awkward conversation into a personal interaction.
- **Bridge to relevant topics** – Proxes are designed around topics that people care about and want to discuss. These topics can then be used to connect their interests to the gospel.
- **A clear invitation** – At the end of a Proxe Station experience, every person will have an opportunity to hear the Gospel and receive an invitation to respond to Jesus.

Remember, a Proxe won't replace large evangelistic events in your broader campus outreach strategy. Rather, it's a compelling method of contextualizing the gospel in order to reach even more students.

Walking Through a Proxe Station

The components of a Proxe Station:

- **Proxe Panel Images** – High resolution images that you can print and attach to foam boards or stands that are the core of the Proxe Station and what you are inviting people to interact with.
- **Proxe Script** – The scripts helps you know what to say at every step, while also giving you space to add your own story.
- **Leader Guide** – This is to equip leaders to train people on how to run the Proxe.
- **Pocket Proxe** – When you can't put up a large display, Pocket Proxes have the same artwork in a hand-held format that can go with the same script and leaders guide. Some campuses use both the full Proxe Panels and the Pocket Proxes together.
- **Publicity and Swag** – As one of the core aspects of a Proxe Station is to catch the eye, sometimes good publicity and swag like t-shirts or posters can enhance your ability to stand out.

Helpful elements of a Proxe Station:

1. **Bible Study or GIG** – Every Proxe Station has an accompanying Bible Study where you can invite people you met to go deeper in the themes of the Proxe Station. You can also call these "Groups Investigating God" (or GIGs for short).
2. **Online Proxe** – Sometimes called Online Proxes or Insta-Proxes, these take some of the same principles of in-person Proxe Stations and translate them online.

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Roles at a Proxe Station






- **The Quality-Control Coach** – Stands 50 feet away, watches foot traffic, and asks "How can we make this more engaging?" They assign roles and assess how to maximize the Proxe's impact.
- **The Gatherer** – Engages people passing by and hands them off to someone who will shepherd them through the Proxe.
- **The Evangelist** – They start the conversation, guiding people through the Proxe panels and the gospel presentation. They're comfortable with questions and at ease sharing about Jesus.
- **The Closer** – The person standing at the end next to the Four Worlds diagram with contact cards, handing them to those who have finished the Proxe and asking people to fill them out.
- **The Pocket Proxe Team** – These people, either one at a time or in pairs, go out with Pocket Proxes and engage with groups who are near the Proxe but too far away to connect with it.

Pastoral Coaching Tips

1. **Love is intentional** – Planning scripts/questions can help you be prepared to communicate with those you are reaching out to. It can also help relieve fears those you are leading might have.
2. **People will say "no"** – It's okay for people to say no. You will get a variety of reactions. Just be faithful to invite and trust God with all of them.
3. **Follow-up is essential** – A Proxe Station is only as good as what comes after it. Be thinking about how to continue the conversations people have started with the Proxe.

Practical Coaching Tips

Here are some common sticky situations and ways to get unstuck:

Nobody is coming to/through the Proxe	 Move the Proxe to a higher trafficked location or send out people with pocket Proxes to bring people to the Proxe.
Those who do stop can't seem to stay long	 Find a space people congregate when they have more free time or flexibility in their schedule.
Your Proxe team is clumped up and milling around	 The Proxe coach should assign roles. Go between the people debriefing and doing spot training to bring clarity to the role each person plays.
You get too many people going through all at once	 Have students playing other roles jump in as a Guide, so the Guide doesn't take large groups. This frees the Guide to be a responsive witness.
People are coming by but not engaging	 A messy display or one that is hard to see isn't effective for drawing attention. Keep making improvements to the display and location so the Proxe pops.

Related Resource

- [All Proxe Campaigns](#)

Recommended Course

- [Following Up](#)
- [Sharing the Gospel](#)

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