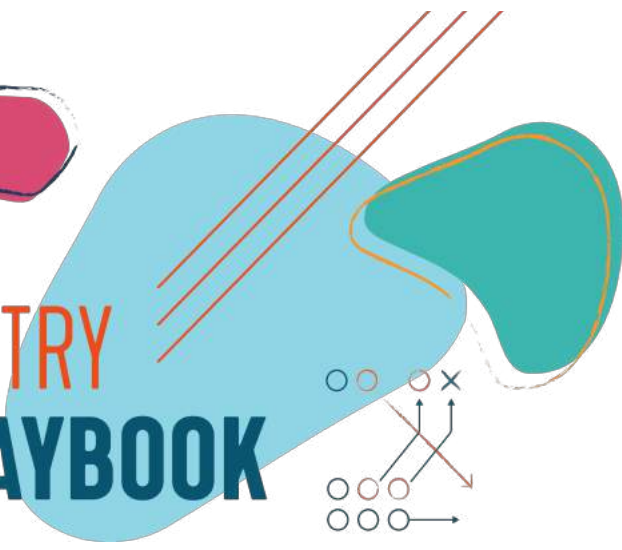


InterVarsity



# THE MINISTRY PLAYBOOK



A Primer for Campus Ministry



SPRING 2024

## STAFF MANUAL



THE MINISTRY PLAYBOOK

Level Up Your Ministry Game

[www.theministryplaybook.com](http://www.theministryplaybook.com)



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Spring 2024

## Dear InterVarsity Staff,

Welcome to the Ministry Playbook, where our vision is to empower anyone to plant and build campus movements. We are thrilled to have you on board!

We created the Playbook specifically with ministry leaders (volunteers, student leaders, and staff) in mind. It's designed to come alongside you and help you thrive in ministry. We hope that as you add the Playbook into your leadership toolbox, it can help you level up your skills, more easily train others, and free you up to do the things only you can do!

In this Staff Manual, we want to share with you all of expertly crafted courses in the Playbook, and our top strategies to take full advantage of the Playbook in your ministry.

We are here to serve you! If you have any questions, comments, or suggestions, please reach out to us at any time. We would love for you to share the Playbook with people who can join this great work of revival on campus.

We are honored to walk alongside you in campus ministry.

Grace and peace,  
The Creative Labs team



# Seven Strategies

## To Get the Most Out Of The Playbook

### 1 Grow Your Leadership

Elevate your leadership skills by taking our courses and embark on a personal journey of growth.

### 2 Empower Others in Their Leadership

Share courses with your community, fostering growth by debriefing together and cultivating a collaborative atmosphere of shared leadership development.

### 3 Level Up Your Group Training

Lead your group through courses, whether synchronously or asynchronously, and delve into insightful debrief sessions, witnessing your team's collective leadership skills soar.

### 4 Introduce Newcomers to InterVarsity

Orient new members seamlessly into our community by acquainting them with our ministry culture, philosophy, and core practices.

### 5 Strengthen Your Ministry's Foundations

Bolster your ministry structures, like small group training or corporate prayer, using insights from our courses to strengthen your foundations and promote growth.

### 6 Utilize the Quicksheets

Access key course content conveniently through our Quicksheets, available on each course's home page, providing bite-sized summaries for timely and efficient information retrieval.

### 7 Book a Consultation

Gain personalized guidance on maximizing the Playbook's potential by [scheduling a 30-minute consultation](#) with our expert Creative Labs team.

# All Courses – Spring 2024

[Open Current Course Catalog](#)

## ORIENTATION



[Getting Started with the Playbook](#)

[Introduction to InterVarsity](#)

## COMMUNITY



[Connecting with Faculty](#)

[Following Up](#) 🔥

[Growing Authentic Community](#) ❤️

[Growing My Networks](#)

[Inviting Well](#) 🔥

[Ministering Across Cultures](#)

## DISCIPLESHIP



[Dealing with Anxiety](#) ✨

[Exploring Ethnicity, Race, and the Gospel](#) ✨

[Growing Disciples](#)

[Ministering with Gen Z](#) 🔥

[Understanding Human Sexuality and God's Big Story](#) ✨🔥

## EVANGELISM



[Knowing Where Someone is Spiritually](#)

[On Mission as a Small Group](#)

[Running a Proxe Station](#)

[Sharing the Gospel](#)

## LEADERSHIP



[Coaching Others](#)

[Developing Leaders](#)

[Establishing Rhythms for Ministry & Revival \(The 4 E's\)](#)

[Facilitating Great Discussions](#) ❤️

[Launching Your Small Group](#)

[Leading Online Outreach](#)

[Reaching Out to New Students](#) 🔥

[Sharpening Your Small Group Leadership Skills](#)

[Stepping into Small Group Leadership](#) ❤️

## PRAYER



[Cultivating Intimacy with God Together](#)

[Depending on the Spirit](#) ❤️

[Leading a Prayer Meeting](#)

[Praying For My Campus](#)

## SCRIPTURE

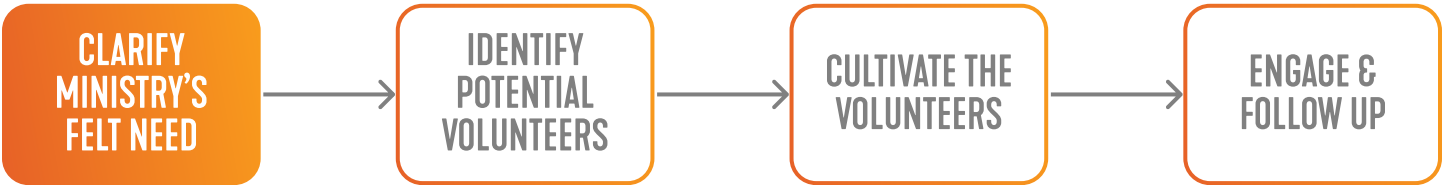


[Building Your Own Bible Study](#) ❤️

- Trending
- Popular
- New

# Recruit Your Team

## RECRUITING VOLUNTEERS PT 1



### Clarify the Ministry's Felt Need

Resource: [Identify Your Needs Exercise](#)

Thoughts to consider:

- **What's your vision for ministry?** What's the current reality?
  - The gap between these two determines your needs.
- Ask yourself **"What role are we trying to fill?"** vs thinking broader like "We want to have ministry planted at [name of] Community College."
- Consider what kind of impact could a ministry partner make that would make a difference to the sustainability or advancement of the ministry?

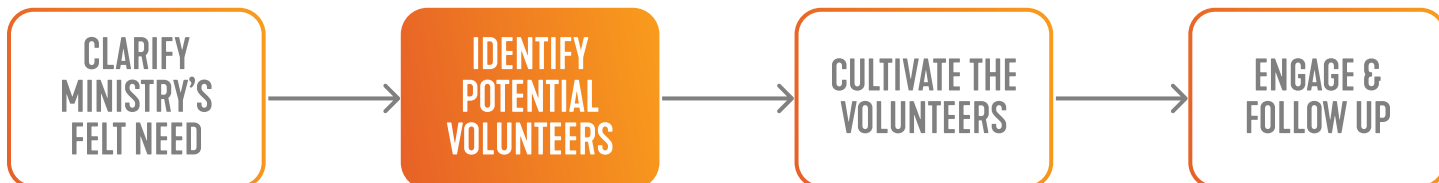
### Identify Needs



- What do you envision a volunteer doing?
- What does the ministry need?
- What kind of impact could they make and feel a sense of pride?

# Recruit Your Team

## RECRUITING VOLUNTEERS PT 2



## Identify Potential Volunteers

Resource: [Namestorming Adapted for Volunteerism](#)

Thoughts to consider:

### 1. Invite the Spirit's Guidance

Begin the process with prayer, and consider keeping a journal to track God's faithfulness throughout.

### 2. Leverage Alumni & Faculty Advisors

Tap into alumni and faculty advisors, especially in established ministry areas. If there are no alumni or prior ministry, network within the city:

- **Connect with local churches** to discuss volunteer opportunities
- **Engage your support team** for city connections.
- **Connect with Christian orgs or campus religious life groups** to find volunteers.
- **Establish consistent office hours** in a local coffee shop to meet and connect.

*Example: A pastor in St. Louis leads a men's Bible study at Starbucks, engaging with ministry after overhearing a student conversation about faith during a staff meeting.*

## Make a Winsome Invitation

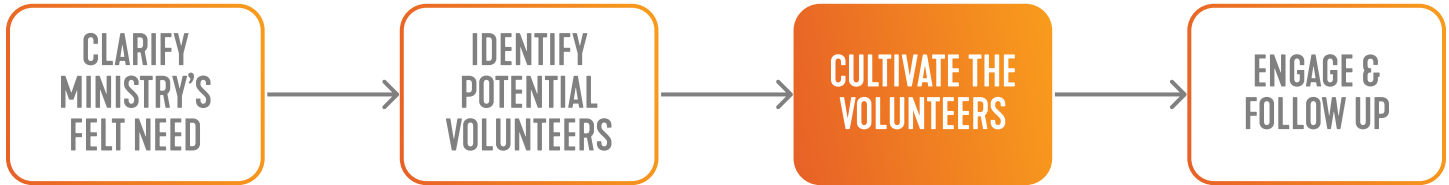


As you proceed, consider:

1. **Authentic Felt Need:** Ensure you've identified a genuine felt need; this fosters gratitude in volunteers and sustains relationships effortlessly.
2. **Passionate Sharing, Not Selling:** Share your vision for the area/ministry passionately; avoid selling and aim to inspire from your heart.

# Recruit Your Team

## RECRUITING VOLUNTEERS PT 3



### Cultivate the Volunteers

Resource: [The First Conversation](#)

Thoughts to consider:

#### 1. Identify the Next Best Step:

Consider the most effective single step for each person's growth in understanding our mission. Use bite-sized next steps like developing a student leader.

#### 2. Encounter, Debrief, Thank, Invite:

Deepen involvement by fostering an encounter with God. This process can be tailored to the individual's pace, discerning their passion and commitment level.

#### 3. Right Role and Commitment:

Consider the volunteer's life stage. Assess the appropriate commitment level for **Events/Special Requests** (less than 2x per month), **On-going commitments** (2x per month+), or a more substantial **Campus Ministry Volunteer** role, involving significant ongoing work.

### Solidify the Commitment

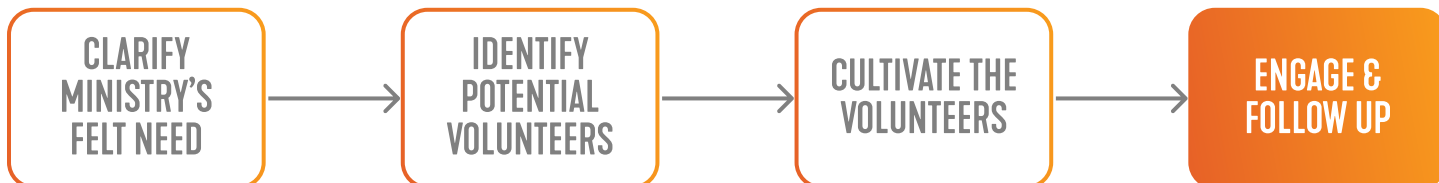


Note: Not everyone will fit the need you articulate – that's okay! Target the right person for sustainable, passionate alignment with ministry goals.



# Recruit Your Team

## RECRUITING VOLUNTEERS PT 4



### Engage and Follow Up

Resource: [Motivation to Volunteer](#)

#### Training Suggestions

Leverage the Ministry Playbook, group training, or consider inviting volunteers to meetings/trainings you hold with student leaders. Align trainings to days/times that volunteers could be available such as evenings/weekends.

#### Onboarding Suggestions

Utilize Volunteer Agreement Documents to help align volunteers with the [Code of Conduct](#), [Statement of Faith](#), and position descriptions for their role.

#### On-going Engagement and Follow Up Suggestions

- Check in with on-going volunteers and Campus Ministry Volunteers regularly
- Determine point of contact for volunteers and cadence of follow up. Add these to the calendar
- Consider making volunteers a part of other gatherings you do with student leaders / other staff to streamline meetings and include volunteers to the team.
- Gratitude is the natural response to someone helping in meaningful ways – (like a hand-written thank you note.)

# Recruit Your Team

## RECRUITING VOLUNTEERS: FAQ

### Questions and Answers

***What if they need to be exposed more to InterVarsity culture to grow in their awareness of how the ministry works?***

Consider inviting them to Fall Conference, sit in on a bible study you or top student leaders are facilitating, consider prayer walking the campus with them and students, understanding their area of interest in the ministry and inviting them to encounter God by participating in some way in a real experience, etc

***What if they want to get involved and just need to take it one step at a time? Do you need more time to build trust with them?***

Consider inviting them to collaborate with you doing a Proxe station or other ministry one-time event on campus, invite them to shadow your CSM for a specific event/bible study series, invite them to trainings held for other CSMs/student leaders, etc.

***What if they don't have the capacity to volunteer right now, but they do love you or the mission?***

Consider inviting them to take a next step in one of these ways:

- Networking
  - Who do they know that may be interested?
  - Would they share names?
  - Would they host an event?
  - Would they advocate for you at their church?
- Lessen the Responsibility of the invite
  - Would they consider mentoring a volunteer? (if they have IV experience)
  - Would they volunteer in another way?

# Recruit Your Team

## RECRUITING VOLUNTEERS: THE BIG PICTURE

### 3 Things to **KNOW**

Volunteers range from leading chapters independently to dedicating 15 hours a week in significant roles – known as "Campus Ministry Volunteers" (CMVs).

You're not alone in partnering with volunteers. Resources and a supportive community are available to enhance your collaboration and expand your imaginative approach.

Access 1:1 coaching, group trainings, and resources for every phase of volunteer management, from identification to ongoing support. Develop a robust volunteer pipeline for your ministry.

### X Things to **AVOID**

Avoid thinking volunteers are incapable; they can make a substantial difference when engaged effectively.

Don't go at it alone. Create a plan and avoid burnout by involving pairs or trios of volunteers instead of focusing on one at a time.

Steer clear of maintaining the status quo. Embrace change when inviting new partners into your ministry, recognizing its transformative potential.

### 3 Things to **TRY**

Initiate an intercession journey for prayer support as you build your volunteer program and seek partners with the right skills.

Sign up for coaching with local peers in your Area to receive practical support as you navigate the steps of developing your volunteer team.

Craft a winsome, clear, and compelling invitation for potential volunteers, making the prospect of joining your ministry irresistible.

# Call the Plays

## DEVELOPMENT PLAN

### Map Our Your Plan

Playbook courses are crafted for convenient, just-in-time learning, allowing campus ministers to independently enhance their skills. However, the true power lies in leveraging them for team development in a communal setting. Content is strategically sequenced to address felt needs, and engaging in community discussions and debrief sessions enhances the learning experience.

### Recommendation: Start with the Orientation Bundle

#### 1. Getting Started with the Playbook

- Lay the foundation by familiarizing yourself with the Playbook's structure and features.

#### 2. Introduction to InterVarsity

- Understand the core values and principles of InterVarsity to advance ministry on campus.

#### 3. Depending on the Spirit

- Submit your efforts to the power and guidance of God's Holy Spirit.

### After Orientation, Choose Courses Based on Topics or Bundles:

Playbook courses are bundled by ministry skill or organized by topic. Opt to complete all courses in one bundle or topic to reinforce learning on a specific subject from diverse perspectives.

### Topics (Categories)



COMMUNITY



DISCIPLESHIP



EVANGELISM



LEADERSHIP



PRAYER



SCRIPTURE

### Bundles



ORIENTATION



LEADING LIFE-CHANGING SMALL GROUPS



NEW STUDENT OUTREACH

# Call the Plays

## DEVELOPMENT PLAN

### Outline Your Sessions

Utilize a reverse classroom model. Have your team go through a Ministry Playbook course (or two) before meeting together. Then your team can spend time together applying what they learned (in real time or through case studies), discussing nuances that might be needed for your unique context and debriefing the learning.

### Session Template (60 minutes)

*Pre-work: Each person goes through Playbook Course individually before the meeting.*

1. **Welcome / Check-in** (5m)
2. **Pray for One Another** (5m)
3. **Playbook Learning** (45m)
  - a. **Review the Course**
    - i. Any questions?
    - ii. Anything stand out?
  - b. **Go Deeper**
    - i. *Practice:*
      1. Apply the learning through activities or exercises
      2. Focus on one topic so that it's easier for learners to retain the information
    - ii. *Expand:*
      1. Discuss nuances for your context or campus audience
  - c. **Debrief**
4. **Wrap Up** (5m)
  - a. Assign coursework for the following Meeting

The activities on the following pages can be used in a leaders' meeting with your volunteer or student, following the completion of the Playbook course. Each includes a **Practice** activity and an **Expand** activity.

# Call the Plays

## ORIENTATION



### [Getting Started with the Playbook](#)

#### Practice Activity

Browse through the courses together and set expectations for how you will go through the Playbook together.

#### Expand Activity

Share your vision and hopes for those you're meeting with. How do you hope they'll grow personally? What role do you envision them playing in the lives of students and faculty? What are you asking God to do in this next season?

### [Introduction to InterVarsity](#)

#### Practice Activity

Take turns inviting students to join InterVarsity for when tabling on campus (and explain what InterVarsity is). You can also write sample Instagram invitations.

#### Expand Activity

Share about the history and current reality of InterVarsity in your area. Be sure to include practical information about campuses, student numbers and alumni, as well as stories of how God has been at work.

# Call the Plays

## COMMUNITY



### Connecting with Faculty

#### Practice Activity

Identify your faculty advisors. Take time to pray for them and write a thank you note (perhaps even purchase some gifts in the staff store).

#### Expand Activity

Go through the Faculty Tool Kit together. If you haven't hosted any faculty gatherings, identify one faculty member you could partner with to explore the possibility.

### Following Up

#### Practice Activity

Identify three students (could be hypothetical).

#### Expand Activity

Outline the follow-up system you use on campus. How do you keep track of contacts? (Excel, something else?) Evaluate together how it could be improved for the future.

### Growing Authentic Community

#### Practice Activity

Determine where your small group or chapter falls on the Intimacy and Mission 2x2. Plan one next step your group can do to grow towards a thriving small group.

#### Expand Activity

Using the Stages of a Small Group tool, map out how you can incorporate each of the key components this semester.

### Growing My Networks

#### Practice Activity

Draw network maps and review in pairs. Apply 5 Thresholds learning to each person in the network.

#### Expand Activity

Draw a network map for anyone you know who is connected to the campus. There may be people who would be interested in praying or helping advance God's work on campus.

# Call the Plays

## COMMUNITY



### Inviting Well

#### Practice Activity

Invite one another to a campus event and give feedback. Cast vision for how the event will benefit your audience. If you're on campus, invite students to an event.

#### Expand Activity

Train on how to make invitations to faith in a campus talk or conversation.

### Ministering Across Cultures

#### Practice Activity

Run a cross-cultural simulation or talk through case studies.

#### Expand Activity

Discuss InterVarsity's commitment to multiethnic ministry, including contextualized ministry. Share the [Ethnicity Matters video](#) and discuss ministry strategies in your region.



# Call the Plays

## DISCIPLESHIP



### Inviting Well

#### Practice Activity

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If you're on campus, invite students to an event. Train on how to make invitations to faith in a campus talk or conversation.

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#### Expand Activity

Share the [Ethnicity Matters video](#) and discuss ministry strategies in your region.

### Dealing with Anxiety

#### Practice Activity

Practice taking a student through the 3 step prayer: Please, Yes, Thank you.

#### Expand Activity

Which areas of rapport-building and listening do you need to grow in? Take a step to practice those this week.

### Exploring Ethnicity, Race, and the Gospel

#### Practice Activity

Practicing sharing your ethnic story with someone.

#### Expand Activity

Practice listening to someone else's ethnic story.

# Call the Plays

## DISCIPLESHIP



### Growing Disciples

#### Practice Activity

Practice a Discipleship Cycle activity for each part: Hear the Word, Respond Actively, and Debrief.

#### Expand Activity

Discuss other discipleship opportunities available to students (justice programs, leadership development, ethnic community conferences, etc.)

### Ministering with Gen

#### Z

#### Practice Activity

Discuss the generational differences you see on campus today. Take turns identifying what generation members of the group are in and what blessings and challenges they experience when ministering on campus.

#### Expand Activity

In the course, there are suggestions for how to do ministry with Gen Z. Are there other suggestions your team would add? Talk through an event or conference you're having. How can you design it to better serve and connect with Gen Z? Think through content as well as format.

### Understanding Human Sexuality and God's Big Story

#### Practice Activity

Reflect on how you've encountered sexuality through the 4 circles in your life.

#### Expand Activity

Think about how your chapter could grow in being a trusted community for people to share about sexuality. Pick one thing you can do to lead growth in this area.

# Call the Plays

## EVANGELISM



### Knowing Where Someone is Spiritually

#### Practice Activity

Take turns sharing about a student and discerning where they are spiritually. Alternatively, talk through case studies.

#### Expand Activity

Train on what the 5 Thresholds looks like for a community.

### On Mission as a Small Group

#### Practice Activity

Pick one strand you would like your small group or chapter to focus on this semester. Figure out how you will practice the strand.

#### Expand Activity

Map out how you could implement all three strands throughout the year.

### Running a Proxe Station

#### Practice Activity

Set up a proxe station and practice leading one another through it. Role play different types of student audiences.

#### Expand Activity

Explore the different proxes available and discern together what proxes would be best for your context (time of year, campus audience, etc).

### Sharing the Gospel

#### Practice Activity

Set up a proxe station and practice leading one another through it. Role play different types of student audiences.

#### Expand Activity

Explore the different proxes available and discern together what proxes would be best for your context (time of year, campus audience, etc).

# Call the Plays

## LEADERSHIP



### Coaching Others

#### Practice Activity

Practice using coaching circles. Feedback is helpful, but usually it's practicing that helps develop better coaching skills.

#### Expand Activity

Discuss how coaching can be incorporated into appointments with students as well as how it can play a significant role in your leadership development strategy.

### Developing Leaders

#### Practice Activity

Think of one potential apprentice and invite them to be your apprentice.

#### Expand Activity

Practice taking an apprentice through the situational leadership model.

### Establishing Rhythms for Ministry & Revival (The 4 E's)

#### Practice Activity

Review the ministry activities on your campus. Identify where the four Es are present. Are there any ministry practices that you'd like to incorporate more into the ministry?

#### Expand Activity

Spend time reflecting with the Lord on which of the 4 E's your chapter or small group is weakest in. Ask the Lord to help your group grow in that area.

# Call the Plays

## LEADERSHIP



### Facilitating Great Discussions

#### Practice Activity

Write out prompts for key transition points in a conversation.

#### Expand Activity

Think about a conversation speedbump you encountered while leading a discussion. Brainstorm how you could have handled it differently.

### Launching Your Small Group

#### Practice Activity

Plan out your first small group meeting.

#### Expand Activity

Think about common roadblocks you have encountered while leading a small group. How can you start preparing for them now?

### Leading Online Outreach

#### Practice Activity

Walk through the mechanics of setting up a chapter website or other relevant tech.

#### Expand Activity

Share examples of campuses that are further ahead in online outreach. What are one or two ideas that could be incorporated to your online outreach?

# Call the Plays

## LEADERSHIP



### [Reaching Out to New Students](#)

#### Practice Activity

Practice planning a week of New Student Outreach activities. Consider having past plans available that you can reference or adapt.

#### Expand Activity

Discuss how coaching can be incorporated into appointments with students as well as how it can play a significant role in your leadership development strategy.

### [Sharpening Your Small Group Leadership Skills](#)

#### Practice Activity

Reflect on why you want to lead a small group. Practice sharing your why with someone.

#### Expand Activity

Create your network map, or find a previous network map you've created, and pray over the people on it.

### [Stepping into Small Group Leadership](#)

#### Practice Activity

Pick one of the hats of a small group leader that you want to grow in this year. What is one next step you can take to grow in that area?

#### Expand Activity

Fill out your Small Group Development Plan.

# Call the Plays

## PRAYER



### [Cultivating Intimacy with God Together](#)

#### Practice Activity

Choose a group prayer activity or a group worship activity and practice it with your chapter or small group this month.

#### Expand Activity

Make a plan for how you will incorporate new prayer and worship activities throughout the year.

### [Depending on the Spirit](#)

#### Practice Activity

Take time to do Listening prayer as a team, utilizing one of the prompts provided in the Ministry Playbook course.

#### Expand Activity

Present other prayer practices that can be used on campus, practicing a few of them.

### [Leading a Prayer Meeting](#)

#### Practice Activity

Spend your time having a prayer meeting. Debrief afterwards about the experience.

#### Expand Activity

Write a plan for gathering students, faculty or ministry partners to pray. Identify who you will invite, when, where and an outline for the meeting.

### [Praying for My Campus](#)

#### Practice Activity

Gather on campus and go on a prayer walk together! See what God might do.

#### Expand Activity

Plan a campus prayer walk. Outline the time but be open to the Spirit's guiding. Invite students, faculty and/or ministry partners to join you.

# Call the Plays

## SCRIPTURE



### [Building Your Own Bible Study](#)

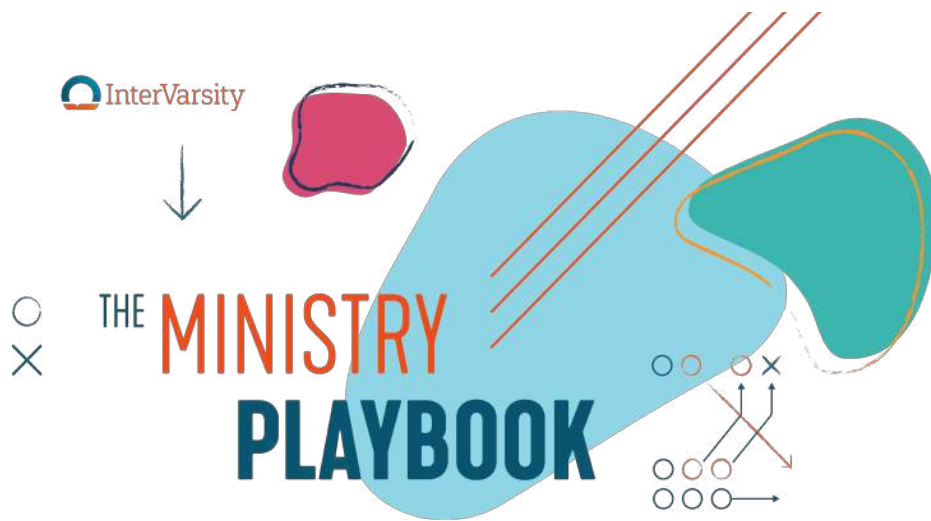
### **Practice Activity**

Practice leading studies. Either host 2-3 mini studies or have each participant lead one part of the study. Debrief together.

### **Expand Activity**

Share different Bible study series available in InterVarsity and how you (as a leader) discern which ones to use when.





## BOOK A STRATEGY SESSION TODAY!

Unlock success with a 30-minute coaching call with Creative Labs! Tailor your strategy using the Ministry Playbook to:

- ✔ Cultivate a thriving spiritual community
- ✔ Equip and empower leaders
- ✔ Easily facilitate group training



SCAN TO BOOK



*"The Creative Labs team was a huge gift to our area. Their assistance with the Playbook was a **total game-changer for us**, something we couldn't have pulled off solo. **Students are now better prepared and more engaged with each other.**"*

— Colleen Degen | AD, Chicagoland