

# Inviting Well

## Defining Compelling Invitations

### What Compelling Invitations Are and Aren't

Invitations are critical in campus ministry. They're key junctures where people decide whether to take a step deeper – by attending an outreach event, going to a Bible study, or choosing to follow Jesus – or stick to the status quo. We need to do all we can to make our invitations compelling, to cast our vision well and engage others.

What Compelling Invitations Aren't	What Compelling Invitations Are
<ol style="list-style-type: none"> <li>1. Awkward</li> <li>2. Using inside jokes or lingo</li> <li>3. Unclear Ask</li> </ol> <p><b>Example:</b> I'm starting a Bible study next week because I want to help students seek the Lord. We want to create a safe place for Christians to gather amidst the hostile secular university. We want a place for mature Christians to grow not just baby Christians. We need a diet of meat not milk (1 Cor 3:2).</p>	<ol style="list-style-type: none"> <li>1. Personal</li> <li>2. Relevant</li> <li>3. Clear Ask (Always comes last)</li> </ol> <p><b>Example:</b> My time in college was a great opportunity to explore who I was and what I believed. I think students are open to exploring questions of faith, but the word "faith" can feel vague or strange. We're creating a safe place for anyone to explore faith in practical ways. Jesus has some great ideas for helping us grow and be transformed. Would you or anyone you know be interested in coming out next Tuesday night to look at Jesus' teachings and try putting some of them into practice?</p>

### Qualities of a Compelling Invitation

- **Personal** – The person's first sentences establish some context for the invitation and give a glimpse into his or her past. To make this truly effective, it's best to spend a few minutes, at the very least, getting to know the other person and building some rapport before you launch into this. Make it clear you care about the person and are interested in getting to know him or her better.
- **Relevant** – Compared to the ineffective example, notice there's no insider lingo in the winsome invitation. It clearly connects with the other person's background as a student and gives him or her a reason to take this invitation seriously.
- **Clear Ask** – Having given more of a context, the last sentence is a clear invitation. It offers a specific opportunity for the other person to get more involved. A clear invitation can look different in different contexts. Some personalities and cultures would benefit from a more indirect ask, but you can still communicate your intentions clearly.

## Crafting a Compelling Invitation

### Your Turn

- **STEP 1: The Ask** – Identify the next time you'll likely need to make an invitation. What, specifically, are you asking for?
- **STEP 2: Personal Connection** – Brainstorm connections that make your invitation personal. If you don't have a direct connection or testimony, find something related.
- **STEP 3: Relevance** – Think about what makes this invitation relevant and valuable to the invitee.

- **STEP 4: Putting it Together** – Organize all the pieces and practice to make sure your invitation flows.

## Making It Great!

Once you've crafted a compelling invitation, it's time to practice and refine it. Ask a trusted friend or roommate to help by giving kind, constructive feedback. Focus on making your passion clearer, removing confusing language, and tightening your message. Use these two quick feedback methods:

### Bright Spot Coaching

- **Share your invitation and ask:** What excited you most? What felt compelling? How can I show more passion?
- **Try it again.** This time keep it under 30–45 seconds.
- Ask for another round of feedback.

### Power Brainstorming

- **Share your invitation and ask:** What words or phrases were unclear?
- **Remove "Christianese"** and make it more relatable for non-Christians.
- Collaborate on edits to make your message clearer and more inviting.

## Online Invitations

Even though some in-person events can't be replicated online, meaningful ministry can still happen in digital spaces. When someone fills out a contact card or replies to a DM, they are taking a real step toward connection, so respond with hospitality and care. Gen Z prefers DMing, so meet them where they are and stay patient, even if they seem hesitant.

### 3 Quick Steps for Online Invitations

1. Follow up when someone shows interest and offer a warm invitation.
2. Use clear, friendly DMs to build trust and connection.
3. Keep reaching out with care and patience to grow the relationship.

## Potential Responses to Your Invitations

No	Maybe	Yes
Hearing "no" can be hard but stay gracious and curious. Use it as a chance to build trust, ask questions, or simply listen. Your invitation was faithful, and God can still work in their life.	A "maybe" means the door is still open. Follow up kindly in a few days and invite them again. Your care and consistency might turn their hesitation into a yes.	A "yes" is just the start. Follow up with details and help them take the next step. A warm, clear response helps them stay connected and feel welcomed.

### RESPOND

Role-play through these different scenarios just to give you more practice of thinking on your feet and offering gracious answers, no matter how others respond to your invitation.

Let's put this into practice. Take 5 minutes to role-play these 3 scenarios. How will you respond when someone says "no", "maybe", and "yes"?

## Related Resources

- [I Once Was Lost](#) by Don Everts and Doug Schaupp
- [True Story](#) by James Choung
- [Beyond Awkward](#) by Beau Crosetto

## Recommended Courses

- [Following Up](#)
- [Knowing Where Someone is Spiritually](#)
- [Sharing the Gospel](#)

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