

Reaching leaders – yes it works!

Ben Marsden and Ross McCall

Newcastle, UK

Wouldn't it be great to meet a fiery student who really carried some clout on campus? Someone with real influence, who was ready to think about matters of spirituality and faith? Ben Marsden and Ross McCall have been pondering on the benefits of targeting key leaders at the universities in the Northeast…

"As part of our ongoing training process as Interns we were thinking the other day about how to most effectively reach a campus, so that everyone gets to hear the gospel. As part of this we were particularly thinking about reaching leaders in the student community. It was with in this mind that Ross and I went into Newcastle Student Union to talk to students the other day. We prayed that God might lead us to the person he wanted us to speak to, and he certainly did that. We met a guy called Jamie, who unbeknown to us had just been elected President of the Student Union! As a result of his dissertation, he had been thinking about the relationship between faith and politics. This gave us a great opportunity to engage with him and some of his ideas. We intend to maintain our contact with Jamie and to link him up with some of the Christian Union Exec on campus but meeting him challenged Ross and I to consider how we can engage more of the key influencers in the student community."