

## Faculty Ads

The goal of using student newspaper ads as an outreach is to have as large a number of Christian faculty and staff as possible endorse Christianity in a public forum on campus. Every day, nearly every student reads the student newspaper. Christian faculty fellowships have used ads as a creative outreach since 1983. Why is it important for Christian faculty to identify themselves corporately?

- Many students, based on their educational experience, believe well-informed, intelligent, educated people cannot accept Christianity as a valid belief.
- A corporate expression of faith can point spiritually-seeking students and faculty to professors who can guide them to spiritual truth.
- It also serves as a wonderful encouragement to the Christian students!

Some campuses run “Welcome back” ads when school starts; other run ads themed around Christmas, Thanksgiving, or Easter. Some ads refer readers to the faculty fellowship group’s website where professors have posted their faith stories. The possibilities are endless!

Here are some sample ads:

This sample ad features a circular graphic with the text "from other from view. second • adj next after the to another; su -n. 1a Th". Below this, the main headline reads "I am Second . . .". The body text begins with "Yes, in a 'material' world, I can succeed. That's because God is first in my life, my relationships, and my work. And He's chosen that this is the way it is supposed to be. This is a God-oriented universe and all of life makes sense from that perspective." It continues with "As we begin in our year, who is first in your life? We, the Christian Faculty and Staff Network of Purdue, have found that He only makes sense when God is first. If interested in discussing this topic further, we invite you to contact us." The ad concludes with the website "EveryBoiler.com" and a small photo of three people.

This sample ad features a silhouette of a hand reaching up against a cloudy sky. The main headline reads "A Thousand Questions . . .". The body text includes a list of questions: "Could? Am you there? Who did you create me? How are you getting on and how are you? Why again? Why are you reaching for me?" It then states: "Could seem our honest questions, and as the rest of the Christian Faculty and Staff Network at Purdue. Through faith in God's love, please bring answers to our deepest questions and let us know if interested in discussing this. Please call this number sense of life, we invite you to contact us." The ad concludes with the website "EveryBoiler.com" and a small photo of three people.

Draft a letter soliciting involvement from Christian faculty and staff. Some schools have also included the names of university trustees or regents who happen to be Christian. Mail the letter about a month from the date the ad will run in the newspaper. The ad’s signers should include only those who meet some minimum criteria of orthodox Christian beliefs and who have a positive Christian testimony on campus. Most groups will have signers sign both a release form and the statement of faith used by the faculty fellowship group. Some Christian faculty members may have very legitimate reasons to decline to associate their names with the ad. Those who are in a precarious position in the tenure process in very politically-oriented departments may be best advised to “lay low” until their tenure is assured.

Have signers mail their ad registrations to one of the committee; one person should also be in charge of putting together the list of names and titles. We recommend using university titles rather than departmental affiliations.

To maximize your ad's exposure, consult the student newspaper staff about which pages and days of the week get the most traffic. One of the student ministries on campus may have among its members a student who works on the newspaper staff who can advise you. Many professors routinely clip their group's ad out of the student newspaper, highlight their own names, and post them on their office door. This can serve as a great conversation-starter about spiritual issues for months to come.