

Still Changing Lives With a Great New Name



is becoming



I hope you are well and experiencing God's grace. You may have heard recently that Campus Crusade for Christ is changing its name to Cru. We're excited about the name and the opportunities it offers to tell the world about Jesus. Many of our ministry partners have also shared their enthusiasm.

Unfortunately, you may have heard some misinformation in the media about the motivation behind the name change. Just in case these reports have caused any concern I want to let you know, first hand, what is true.

If, by chance you've wondered about what you've heard in the media let me share a few thoughts:

1. Campus Crusade for Christ is unswervingly committed to lifting up and proclaiming the name of Jesus. We were founded with a commitment to the centrality of the cross, the truth of the word, the power of the Holy Spirit and the global scope of the Great Commission. Nothing has changed.
2. The problematic words in the name were Campus and Crusade. The term "Campus" has not represented the full scope of our mission for many years. The word "Crusade" carries negative connotations that serve as barriers to connecting people with the heart of Jesus.
3. The majority of Christian missions organizations and most local churches do not have the name Jesus or Christ in their name. This doesn't lessen their devotion to Christ or their effectiveness.
4. Our mission remains the same: To help fulfill the Great Commission by winning, building and sending Christ-centered multiplying disciples and to give every person a chance to say YES to Jesus. It's the same mission that God gave to Bill and Vonette Bright in 1951. We believe that our new name will help us more effectively accomplish that mission.

You may be encouraged to hear what our Vice President, Steve Sellers, had to say while appearing on Fox and Friends recently [you can find a link at www.ccci.org/cru]. It's just one more way God has provided for us to lift up the name of Jesus.

Finally let me just say thanks for linking arms to lift up the name of Jesus. I thank God for you and pray for you. Because of you the gospel is being proclaimed and people are coming to Christ. Your partnership is appreciated more than you know.

If you have any questions or would like clarification, I'd love to talk. Drop me an email, give me a call or let me know a number where you can be reached. I welcome the chance to connect for a few minutes.