

RELEVANT COLLEGE OUTREACH

PARTNERS WITH:

ONE

One of the biggest frustrations Christian students face is being a part of a culture that has a preconceived and warped sense of what Christianity is and who Christians are. They arrive on a campus and engage with peers and professors alike who do not see God or the local church as a relevant part of modern life. RELEVANT magazine was founded on the belief that God is relevant to all areas of modern culture, just as He was 2,000 years ago. In the same spirit Christ participated in the culture around Him, we must engage and influence our culture—helping our generation understand the perfect love of Christ by demonstrating that love through action.

Over the past seven years, RELEVANT has partnered with hundreds of college organizations and provided campuses with thousands of free copies of RELEVANT magazine. Students have used these copies to promote their campus ministries and show what a Christ-centered life can look like.

This year, RELEVANT is expanding our commitment to include more college ministries and taking our partnership a step further.

REJECT APATHY

Recently, our team at RELEVANT has grown in our desire to shine a light on the people and organizations that are fighting for social justice around the globe. We want to connect Christian twentysomethings to causes that, when the love of Christ is applied, can change the world. Our new initiative, Reject Apathy, was born out of that desire.

Later this fall, we will launch RejectApathy.org to help mobilize a generation of believers to get involved in changing people's lives.

This summer, we developed a relationship with ONE—a nonprofit with a global impact that focuses on important issues, creates sustainable change, unites a generation and requests your voice, not your dollars, to fulfill their mission.

ONE

ONE is a grassroots campaign and advocacy organization backed by more than 2 million people who are committed to the fight against extreme poverty and preventable disease, particularly in Africa. ONE is nonpartisan and works closely with African policy makers and activists. Supporters of ONE include hundreds of leading Christian voices including pastors Rick Warren and Bill Hybels; musicians Switchfoot and Jars of Clay; and lawmakers Dr. Bill Frist and Senator Rick Santorum. Additionally, ONE's partners include Compassion International and World Vision.

ONE achieves change through advocacy. They hold world leaders accountable for the commitments they've made to fight extreme poverty, and campaign for better development policies, more effective aid and trade reform. They also support greater democracy, accountability and transparency to ensure policies to beat poverty are implemented effectively.

ONE's power to enact change comes from us. When together we raise our voices as one, the powerful listen. In addition to engaging students on issues of global importance, ONE effectively demonstrates the power and responsibility we as believers have to influence our leaders and speak out for the least among us (Matthew 25:40).

OUTREACH

This year, we have three very exciting ways we want to serve you and your campuses.

First, RELEVANT and ONE want to partner with you in the fight against poverty and we need your help. Our goal is to sign up 30,000 students nation-wide. In exchange for signing up college students with ONE, we will supply free copies of the September/October 2009 issue of RELEVANT magazine to distribute on your campus. See the issue at RELEVANTmagazine.com/currentissue.

You may use these copies of RELEVANT for a campus outreach or to provide to members of your organization. When you set a goal for the number of students your ministry will sign up with ONE, we will send you the same amount of September/October 2009 copies of RELEVANT magazine along with ONE wristbands and other outreach tools.

Secondly, all participating groups will receive a free study guide we have created for college small groups focusing on our role as believers in serving the world's poor and downcast. The team at RELEVANT has created this timely guide specifically for you. We encourage you to use this guide to explain the responsibility we have as Christians to serve our brothers and sisters around the world, and focus on what we can do to help.

Third, RELEVANT is partnering with ONE this spring to bring our message to 20 college campuses. We'll select 20 colleges from those who complete the study to put on an evening of music and social justice documentaries from RELEVANT on your campus.

We are excited to partner with people who are dedicated to the cause of Christ and growing His Kingdom through acts of justice and the proclamation of His love.

To begin your outreach with RELEVANT and ONE, please submit your name, email address, and school on our website www.relevantmagazine.com/outreach. You may also inquire about the outreach by sending an email to outreach@relevantmagazine.com.