

Youth Crusade School Follow-Up Strategy

Action Guide for Team Leaders

First Step: Orientation

Things vary per nation when it comes to the history of CfaN campaigns (Crusades, Youth Crusades or other initiatives) conducted, the make-up of the local church denominations and the relationships that have been built by CfaN or CfaN graduates in the past. That's why an important first step is to acquire information. If the country you intend to visit has a Youth Crusades country coordinator, reach out to him/her. If not, please reach out to one of the members of the Africa YC Core Team.

There are several reasons why this is important:

- Relationships with partnering organizations may already be established. If you can take it from there, it gives you a smooth start.
- Some churches or organizations that are flourishing in one country, might experience problems in other countries. It's important to be aware of any challenges others who went before you have faced.
- Some countries have local, CfaN-trained evangelists that reach out to schools. It's important to honour their work and the relationships they have built with local partners. We should include them in our planning by communicating, instead of doing our own isolated initiative without other CfaN trained evangelists in the country being aware.

Five-step Summary of a Successful Follow-up Strategy

1. **CONFER.** Confer with the YC Country Coordinator or YC Africa Core Team to learn about existing follow-up relationships and systems.
2. **COMMUNICATE.** Meet (online) with the local partner, connect, share your vision and discuss a follow-up strategy.
3. **COLLECT.** During your outreach, make sure to collect details of each school you have visited (location, name, HT name and contact information, number of students, materials given out) in an organized way (like a Google Form with a Spreadsheet output)
4. **CONNECT.** Connect the schools you reached out to with the partnering organization by sharing the details you collected.
5. **CHECK.** Reach out to the partnering organization a few weeks after the initiative to check on the progress of the follow-up.

1. Partnering Organizations

Before the initiative begins, reach out to the national leader of relevant partnering organizations — such as **Scripture Union**, **OneHope**, or similar disciple-making ministries active in the country.

- **Research & Align:** Take time to understand in detail how they currently work in the region. Share your specific vision for the schools you plan to visit, ask for their recommendations, and request local contact details.
- **Contact Management:** Collect the phone numbers of their local ministers and pass them to the Youth Crusade team leader for each location. Every team leader should receive a complete spreadsheet with all school contacts. These can then be handed over to the local partnering ministry upon completion of the initiative.
- **Ongoing Communication:** Once the initiative is underway, follow up regularly on how the organization is progressing with their side of the work.
- **Coordination Strategy:** Where a partnering organization already has a strong local presence, work through them to coordinate school follow-up. Where that structure is absent, local pastors need to take direct responsibility.

2. Teacher Talk

Teacher Talk is not a formality — it is one of the **most strategic moments** of the entire school visit. Treat it accordingly.

- **Preparation:** During team orientation at the start of the initiative, emphasize its importance. Bring a committed local disciple-maker or pastor to the Teacher Talk. Make sure all available teachers are present, and do not rush.
- **Assessment & Encouragement:** Find out whether the school already has a Bible club or Christian fellowship and what they are currently doing with it. Encourage the establishment of regular discipleship gatherings — weekly Bible study, fellowship, and prayer.
- **Actionable Next Steps:** Suggest concrete next steps for the whole school, such as a joint Christian gathering once a month. Give teachers practical ideas for how to disciple the students in their care. Where possible, donate a printed resource on children's discipleship to the headteacher.
- **Personal Connection:** Speak individually with the teacher who oversees the school's Christian fellowship and take time to encourage them. In secondary schools, arrange a brief meeting with the student leaders of the Bible club — pray with them and encourage them personally.
- **Partnership with Gideons:** Teachers may ask for Bibles during the Teacher Talk. Have the local Gideons' contact with you.

3. Mobilizing Local Pastors

The goal is **local ownership and long-term follow-up** that continues long after the team has left.

- **Early Alignment:** Bring local pastors and ministry leaders together several months before the initiative — ideally in the same room.
- **The All Pastors' Meeting:** Use this meeting to cast a compelling vision of the wide-open doors now available to them in local schools, highlighting the historic opportunity to disciple thousands of new students right in their own region. Share powerful testimonies from other areas, walk through the practical strategy, and establish clear expectations. Clearly communicate that this is voluntary, unpaid kingdom work, requiring pastors to fully commit their availability for the active Youth Crusade weeks.

- **During the Initiative:** Give the local pastor a brief opportunity — no more than one minute — to personally invite students to their church. Pastors can also serve as translators during school visits, which creates a natural connection with the school and compensates them practically for their time.
- **NB:** Some schools (especially those affiliated with a particular church or denomination, may not be welcoming to the pastor you are working with. It's important to bear this in mind and make wise decisions concerning whom to bring into a school with you and in what way.)
- **Regional Events:** Where there is genuine unity and capacity among local churches, consider organizing a larger regional follow-up event for students.
- **Handover:** Once the initial school visits are complete, hand over the school contact sheets to local pastors and partnering ministry leaders so they can continue regular visits.

4. Post-Initiative Teacher Training

Explore a structured follow-up training program for teachers after the initiative ends — a **Zoom-based session** focused on practical disciple-making.

- **Resource Alignment:** Link the content directly to any manual or resource left with the school during the visit.
- **Key Topics:** Focus on areas like *Discovery Bible Studies*, leading a Bible club, and developing student leadership.
- **Collaboration:** Connect with experienced CfaN YC leaders regarding ideas, content, and implementation.

5. Digital Follow-Up Tools

- **Instant Access:** Use QR codes on printed materials to give students immediate access to additional discipleship resources.
- **Community Building:** Create WhatsApp or social media groups for interested students.
- **Teacher Engagement:** Use bulk SMS or WhatsApp messaging to stay in contact with teachers after the visit. Find material for teachers on the CfaN YC Website.
- **Discipleship Pathways:** Develop simple, clear pathways that move students from their initial response toward ongoing discipleship and a permanent connection with a local church.