

Reaching Freshmen

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Reaching freshmen helps grow your movement, so a large part of your efforts each year should be focused on freshmen. Think of it this way, when students are involved when they begin college that helps give them more time to develop greater depth of maturity and ministry experience by the time they graduate, better preparing them to be lifelong laborers.

Here are some ideas from the students of Destino from across the country about how we can connect with new students on our campuses during the first six weeks of school.

SERVICE “How can I help you?”

- Help with Move-in: meet new students and their parents
- Volunteer to help them find their classes
- Print a map of campus with upperclassmen insights

FRESHMEN-SPECIFIC EVENTS “Fish Camp”

- Does your school host Orientations and special club fairs for Freshmen? Are there events for first-generation college students? How can you be part of those events?

TABLING “Step right up”

- Conversation tables each week - Come at ___ time with your questions and we can talk about it and have treats
- Think about what kind of food, candy, drinks you give away (horchata, arepas, paletas, etc)

- Have something fun at your table like a ring toss or an interactive activity so people linger
- Location, Location, Location: Put yourself in the path of the people you want to meet.
- Ask an Engaging Question
[What does God think of my ethnicity?](#)
[¿Cual es tu Destino?](#)
Soularium: add a Freshmen or Culturally-specific question
Use other short surveys

ADVERTISE “Extra, Extra”

- Use Spanish on flyers and signs
- Use Cultural images like flags or a map highlighting Latin American countries
- Print flyers
- Use Facebook, Instagram, #s
- Destino branding

Journey with students and faculty to follow Jesus and fulfill their God-given destiny.

LIFE TOGETHER “You+Me=Us”

- Hang out in a cafeteria, meet new people, invite them to events/hangout
- Regular Destino lunchtime (same place, same time, new people)
- Study hours
- Workout times
- Grocery runs
- Church carpool

SOCIALS “Super Cool Party People”

- Plan lots of social events at the beginning of the school year
- Coordinate events with [holidays](#)
- Dancing: Salsa/Tipico Night
- Movie night
- [Waiting on the Alchemist](#) short film outreach

FOOD “People gotta eat”

- Cultural Night/Vida de Comida: Food from your country. Free Food!
- Freshmen dinner party (cooking together) at one of the dorm kitchens/common areas
- Hamburger Night: go to every dorm door inviting people to the event
- Deliver fruit cups around the dorm, Get to know people, Share the Gospel, Continue to pursue the people you meet

SPORTS “GOAL!!!!”

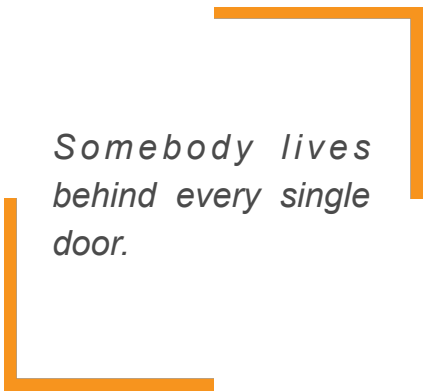
- Play sports together
- Attend football games together, go tailgating
- Host game watching parties
- Plan tournaments
- Weekly pick-up games

PARTNERSHIPS “We’re all in this together.”

- Hispanic Heritage Month (Sept 15-Oct 15): Meet students at events, Plan a cultural event during that month
- Other Latino organizations: ask to make a Destino announcement, co-host an event
- International programs: volunteer, become a conversation partner
- Multi-cultural clubs, staff, offices: Build relationships, Share your vision, Find common ground

Looking for more?

- Check out [these articles](#) from our partners over at Cru about getting a movement started and reaching freshmen.



*Somebody lives
behind every single
door.*

Links in the Article

- destino.org/wp-content/uploads/2015/10/Colored-Chalk.pdf
- destino.org/wp-content/uploads/2015/10/Cual-es-tu-Destino-outreach.pdf
- destino.org/wp-content/uploads/2015/08/Dia-De-Los-Muertos-Survey.pdf
- destino.org/wp-content/uploads/2015/10/Waiting-on-the-Alchemist-Outreach-Students.pdf
- cru.org/train-and-grow/leadership-training/starting-a-ministry/start/lead.html