



Jeff and Anne  
**Bridgforth**

Campus Crusade  
for Christ



Katy



Ryan



Lydia

Visit us on the Web: [bridgforthfamily.com](http://bridgforthfamily.com)

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## Starting New Movements through Facebook

### Praise and Prayer

- We will celebrate our 16th anniversary on May 22.
- Pray that God would raise up students to start new Campus Crusade movements through the My Campus, His Call Facebook strategy.
- Continue to pray for Jeff as he redesigns the Destino Movement Web site. He has run into some challenges in creating a visual look that will appeal to Latino students from many different backgrounds. Pray that God will give Jeff wisdom and help Jeff find a creative solution.

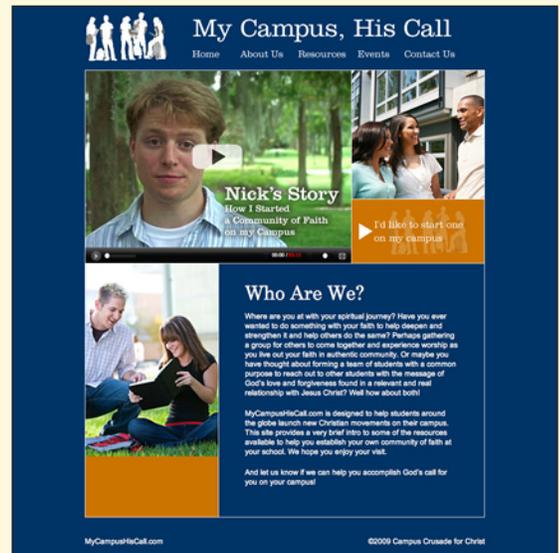
Last month, we mentioned one of Jeff's recent design projects, a Web site, **MyCampus HisCall.com**. We thought you might be encouraged to hear from "the client" to get a better understanding of how this site is empowering their ministry strategy.

Gilbert Kingsley leads the effort to launch and build movements on U.S. college campuses. The following was written to Campus Crusade staff to encourage them to make use of a new strategy to start new ministries.

*Wouldn't it be great if students contacted you about starting a Campus Crusade ministry? How much easier would it be if they had already filtered themselves before they got to you? Isn't it great when someone comes along who is chomping at the bit, eager to make a difference for Christ?*

*Dave Pritchett, staff member responsible for launching new ministries in the Southeast region, and theLAB (Jeff's team) developed a Web site, **mycampushiscall.com** to surface students that God has prepared to start a ministry. Dave and theLAB developed Facebook ads to target students on specific campuses. On MyCampusHisCall, viewers can hear the story of Nick who started a Campus Crusade movement on his campus.*

*In the first field test of the Facebook ads and MyCampusHisCall, John Achilles, staff member in the Red River Region, ran*



*Facebook ads on 11 campuses where the region wanted to start new Campus Crusade movements. During the test period over 400 visitors came to [mycampushiscall.com](http://mycampushiscall.com). Four students surfaced who were interested starting a Campus Crusade movement.*

*Why not consider running some Facebook ads on some campuses where you have wanted to start something? A few dollars spent on these ads could possibly yield in getting a ministry started.*

Thank you for partnering with us so that Jeff can use his design skills to come up with creative solutions in finding students to start new Campus Crusade ministries.

## Photo Album

We enjoyed some time with the kids during a family vacation at the end of April.

Pictures (clockwise from top left)

- Katy enjoyed meeting Fawn the Fairy.
- Lydia's favorite princess is Belle.
- Ryan and Lydia enjoyed the Easter Egg hunt at Campus Crusade's headquarters. This is an annual event that our family always looks forward to.
- Ryan and Jeff enjoy the Indy speedway at Magic Kingdom. Jeff has fond memories of driving these cars at Disneyland with his dad.
- Ryan and Buzz Lightyear.

