



### 1. Why did Campus Crusade for Christ change its name?

Our name presented obstacles to our mission. The word “campus” does not adequately represent all our ministries in the United States and confuses our constituency as well as potential partners. The word “crusade”—while common and acceptable in 1951 when we were founded—now carries negative associations. It acts as a barrier to the very people that we want to connect with. It’s also a hindrance to many Christians who would like to partner with us but find the word Crusade offensive.

Our surveys show that, in the U.S., twenty percent of the people willing to consider the gospel are less interested in talking with us after they hear the name. We are changing the name for the sake of more effective ministry.

### 2. Why is Christ no longer in the name?

Campus Crusade for Christ (Cru) is unswervingly committed to proclaiming the name of Jesus Christ.

We are committed 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. We care more about effectively proclaiming the love and forgiveness of Jesus Christ than we do about having the word “Christ” in our name.

Although the words **Campus** and **Crusade** served as hindrances, there was never an intentional decision to remove the word “Christ.” Yet as we considered hundreds of name possibilities, we confirmed that **Cru, a title with a proven track record at the local level for almost 20 years, provides** greater opportunity to connect men and women with the heart of Jesus and to help them consider the good news of the gospel.

The cross, which is prominent in our logo, further displays our focus on the person of Jesus Christ and the cause for which we exist.

Rest assured that we are the same organization with over 6 billion exposures to the gospel through the *JESUS* film. As an organization, we exist for the sole purpose of helping individuals experience the transforming grace and forgiveness of the gospel through Jesus Christ. We’re grateful that God chooses to use us to help millions place their faith in Christ every year.

### 3. Who made the decision to change the name?

In 2009 our Board of Directors approved a recommendation from U.S. leadership to begin the process of evaluating our name. In 2011 they approved the recommendation of our new name.

**4. Who was involved in the process?**

A select team of 30 staff representing all organizational levels and a broad cross-section of ministries was involved throughout. They worked closely with outside survey and branding agencies. A smaller team including President, Steve Douglass and Vice-President, Steve Sellers signed off on all decisions. At key points in the process we invited input from all of our U.S. staff.

**5. How were the staff involved in the process?**

Extensive interviews were conducted with many staff at the outset of the branding / naming process. At one point, all staff members in the U.S. were given the opportunity to suggest up to 3 new names and to explain the thinking behind their choices. They provided almost 600 of the 1600 name suggestions. Staff members were also invited to help test the final list of names against different organizational criteria. One national branding firm claimed it was the broadest in-house involvement of any organization they had witnessed.

**6. What does Vonette Bright think about the new name?**

As a member of the Board of Directors, Vonette was involved throughout the process. We also sought her special counsel along the way. She is excited about the outcome and the future of Cru.

**7. Why did we hire a brand consulting agency?**

Our primary and ultimate dependence is on the Lord. However, we enlisted the help of consultants because we don't have the expertise in brand survey methods and testing that they do. Two agencies, Brandtrust and Prophet, facilitated a wonderful process of helping us understand what we best offer our stakeholders and how our ministries fit together. Prophet led us through an extensive naming process. The final choice of Cru testifies to both their wisdom and their humility.

**8. Campus Crusade for Christ has inherent meaning. Cru has no apparent meaning. How do you explain that?**

Campus Crusade for Christ is a very descriptive name. It also took on additional meaning in the lives of people as it was filled with experiences and memories.

Since Cru began as a nickname at the local level in the mid-90's it has taken on much of the positive equity of the organization without any of the negatives. Like, Google, Starbucks and other abstract names we expect to fill Cru with meaning as it embodies all that we are as we go to the world with the gospel.

**9. Does Cru carry the negative connotations of the word "Crusade"?**

Cru has been field tested since the mid-90's without carrying any of the negative connotations of the word Crusade.

**10. Why is the logo in all lowercase letters? Will it be lowercase even as the first word in a sentence?**

Lowercase letters are used in the logo to avoid confusion as an acronym or abbreviation. In sentences, the letter "C" will be capitalized.

**11. Will Cru be used for all ministries around the world?**

Cru will become the name of our U.S. Ministry. Around the world, many national ministries also go by a name other than Campus Crusade. They will continue using their current names.

**12. If our name has been a problem for years, why wasn't it changed under Dr. Bright's leadership?**

Even in 1950s, Bill Bright thought that we might not use Campus Crusade for Christ forever. He suggested changing our name as early as the 1970s, although he could not find an "ownable" name he felt was more effective. He also encouraged specific ministries, like Athletes in Action and Here's Life Inner City to do what was most effective for their mission and audience. Our desire for effective ministry is the motivation behind our name change.

**13. Will campus ministry continue using Cru as they have been?**

Yes. As the new name of the organization, Cru will be the name that the Campus Ministry uses at each of their local levels.

**14. Doesn't this name disproportionately represent our campus ministry, since they've been using it for years?**

We believe that Cru will quickly grow to encompass our whole ministry in the United States. The directors of each of our U.S. field ministries agree that Cru will serve all ministries well.

**15. What about our current ministries in the U.S that have unique names?**

All ministries will maintain their current names. In the coming months the leadership of each ministry will be involved in a process to determine how to connect the equity of their name to the equity of our new name.

**16. How will we help our stakeholders make the shift from our current name to our new name?**

In July 2011 we announced that we are changing our name to Cru. We won't officially adopt the new name until early 2012 when we are certain that Cru has high name recognition with our stakeholders.

While we're in the transition period we'll communicate frequently with our stakeholders. All of our communication will tie Campus Crusade for Christ and Cru together. We'll also provide

tools for staff members to communicate in many ways with their donors. As with any change, there is some risk. However, we will make every effort to keep all of our partners connected to us and to what God is doing through us.

#### **17. Where can I go for more information?**

Staff Members can find resources at <https://staffweb.ccci.org/cru>

Information for ministry partners and the general public is at [www.ccci.org/cru](http://www.ccci.org/cru)

For specific questions contact [questions@ccci.org](mailto:questions@ccci.org)