

The Blue Springs Project
 Blue Spring Ministries
 2024



GOAL:

To reach College age young people with the power of God unto salvation through the Gospel of Christ.

REASONING:

If Gen Z could hear the voice of the Lord in their spirits, the Lord would not have commissioned the church to spread the Gospel message to every creature. Since they are dull of hearing in the spiritual, it is our job to place the Gospel message where they can find it in the natural. Studies show the average college age person spends 3-5 hours per day on social media.

DEDUCTION:

The most likely place to reach Gen Z students is through social media. The top 2 internet favorites of College age young people are Youtube and Instagram.

MESSAGING:

As Babyboomer adults we may possess an accumulated knowledge of God's Word as well as a calling and deep desire to reach the lost for Christ – yet we lack a connection to Gen Z. If we are to present the message of Christ in a relevant way, it must be relatable to the audience. What worked to reach our age group is not having the same effect on the College age kids of today. We must develop a way of messaging that engages this generation. Who knows Gen Z the best? The answer of course is Gen Z. If we want to reach these young people, we are going to need their help.

METHOD:

Many of the Christian Colleges and Universities across the US offer classes in advertising, television production, marketing, theater and many other careers that draw creative young people. These Gen Z Christians also have the calling upon their lives to reach the lost. What if they could design Youtube and Instagram messaging designed to touch the hearts of their peers? Would these messages be relevant? Would they be relatable and engaging? What if we had hundreds of these messages submitted from the brightest and most talented kids from across the country? That is exactly what the Blue Springs Initiative is design to achieve.

THE CONTEST:

We intend to offer a \$1000 Grand Prize for the best social media messaging short film, ad series or commercial in our 2024 Initiative. We will contact school administrators from Christian Colleges and Universities across the country requesting their help and advice in inviting their students to participate for a chance to win. We will also pinpoint these college campuses with social media advertising the contest and soliciting submissions.

DETERMINING A WINNER:

To determine the 2024 Grand Prize Winner we will produce television shows to air as content on several internet networks such as Youtube, Facebook Live and other locations. These "Clip Show" format shows will allow a panel of college age kids as well as the viewing audience to vote on the students' submissions. Over the course of each show, winners will be determined. If enough submissions are received, we will produce several of these 30 minute shows, followed by a final show where the Grand Prize Winner will be determined.

THE CAMPAIGN:

The best messaging submissions will be used in paid advertising campaigns aimed at the targeted age groups in college towns across the country. Social media offers the opportunity to choose very specific age and location demographics allowing us to pinpoint within 1 mile of a college or university campus. This narrowing of the demographic offers the maximum amount of impressions for the least amount of budget dollars.

THE VISION:

We see college age Gen Z kids giving their lives to Christ through these campaigns which will be run throughout the US and then abroad. The initial messaging will be back loaded with click thru content on how to be born again and live counseling via telephone or chat. The project web page will be rich with teaching on a wide variety of discipleship subjects to further the candidate's growth. In the Atlanta area the landing page will also offer live, in person meetings where the seeker can go locally to get involved with the Body of Christ and strengthen their new found faith. Nationally we see other churches using our model to reach their local Gen Zs and assimilate them into their current ministries.