

# The Lowedown

A monthly newsletter from Dave & Jennifer Lowe

April 2000

## Praise

- We've doubled the size of our group since last quarter.
- We have 10 students who are planning on spending their summers on missions projects.
- We have several more students who have accepted Christ this quarter.
- We now have 12 Bible studies, 4 of which are being led by students.

## Prayer

- Several other Christian groups on campus have recently approached us about training them in evangelism. Pray for us as we strive to provide training to others in the body of Christ.
- Pray for us as we wait to hear about our adoption. We have no idea how long it might take before God brings a child into our family.
- Jen and I will be spending the summer in Ocean City, New Jersey on a summer missions project. We'll be leaving a full month before school ends. Pray for us as we begin preparing for next fall.

## What a Difference a Quarter Makes

God continues to amaze us here at UC Davis. When the fall quarter ended we had 2 staff members (Jennifer and Dave) and about 30-35 students involved.

We were excited to add two new staff members (Jason & Monica) to start the Winter quarter. Our desire was to continue to reach out to students on campus with the message of Christ. God truly exceeded our wildest expectations.

The first week on campus we handed out 3800 copies of our "Real Life News". In addition, 100 students attended an evangelistic message that week on

"Making a Millennial-Sized Resolution".

That first week provided the momentum we needed to carry us through the rest of the quarter. Since then, we've been averaging about 70 students at our weekly meeting, nearly double from last quarter. Praise God!

Since that first week, we've continued to try to reach out to students on campus.

One of the new ideas we implemented was our yo-yo outreach. We ordered 300 yo-yo's with our Crusade website printed on it. ([www.daviscru.com](http://www.daviscru.com))

Over a two week period, our two New Staff members

handed out spiritual interest questionnaires and free yo-yo's at the freshmen dining commons.

About 180 of the 300 questionnaires that were filled out had a positive response.

As a result, our new staff have had dozens of students to meet with, resulting in several students trusting Christ. They've also been able to start a couple of new freshmen Bible studies.

Praise God for His continued blessings, and thank you for your continued support and for your partnership.

## Campus Crusade by the Numbers

**3800:** # of "Real Life News"

newspapers passed out the first week of the winter quarter.

**300:** # of yo-yo's handed out with our campus website printed on it.

**180:** # of positive responses from the yo-yo outreach

**100:** percentage increase of students attending our weekly meeting.

**12:** # of Bible Studies we now have on campus.

**10:** # of students planning on attending Campus Crusade Summer projects.

**8:** # of weeks we'll be spending in Ocean City this summer.

**5:** # of weeks left before leaving for our summer project

**4:** # of Bible Studies being led by students.

**2:** # of New Staff on our campus team.

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## Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in

your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note

business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

*“To catch the reader’s attention, place an interesting sentence or quote from the story here.”*

## Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid

selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



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## Campus Crusade for Christ

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Email: dave.lowe@uscm.org

**We're on the Web!**  
**example.microsoft.com**

*Your business tag line here.*



*This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.*

*It would also be useful to include a contact name for readers who want more information about the organization.*

## Inside Story Headline



Caption describing picture or graphic.

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization

is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity

auction.

If space is available, this is a good place to insert a clip art image or some other graphic.