

## Student Leafleting Tips

### General:

- 1) Leaflet distribution events are **spiritual battles**. **ALWAYS** begin with prayer. In particular, pray that God will lead you to the right people and that you can have good conversations (divine appointment).
- 2) Bear in mind you are **a representative of the church** and a **representative of God** in the campus (therefore, those leafleting have to be Christians).
- 3) Campus Reps find out which area is the best area in distributing leaflets (areas with most flow of people).
- 4) Remember to bring with you: pen, record sheet (to take down the students' details), leaflets of your event, combined student leaflets, leaflets of other fellowships and some gospel tracts/magazines.
- 5) Should always be within a pair with one brother and one sister. Ideally between them, they should be able to speak Mandarin, Cantonese and English. Never have a single brother/sister alone handing out leaflets.
- 6) **NEVER** give out personal contact details. Always refer them to the church's contact or fellowships email address.

### When meeting the students:

1. Be proactive in spotting students passing by.
2. Greet the students with a warm smile and a 'hello'. Explain you are from the Chinese Church in London. Use warm, friendly tones.  
A good way to begin is to ask "Do you speak Chinese?"
  - a. If they don't, use English to introduce them to 360 Fellowship and their events
  - b. If yes, then ask further whether Mandarin or Cantonese:
    - i. Mandarin  Love Is and LuBiao's Welcome Events
    - ii. Cantonese  SBF and CYF's Welcome Event

Then go on to explain (in the language they speak) that we are from the Chinese Church in London and that there are some welcoming events which we want to invite them to, etc.
3. Watch your body language. Use open gestures, not closed ones. For example, try not to cross your arms as it can indicate defensiveness. Maintain friendly eye contact -- don't stare them down. Be sincere and willing to communicate.
4. Watch their body language: they may indicate how they are feeling through their gestures, eye contact/ lack of eye contact, tone of voice... If they are facing away from you, or indicating they are closed off in some other way, don't force it by trying to continue talking with them.
5. Where possible, we should try to chat with the students and get to know them more (rather than just giving them the leaflet). **Don't worry that you are missing out on other students as you chat to a particular student.** You could talk to them about how they are finding their first few

days/ weeks in London, tell them about the church and your fellowship group, the upcoming events. You could ask them if they need any help with settling in, etc... Just be careful about boy/girl dynamics to avoid giving the wrong impression.

6. Highly recommend that brothers approach male students and sisters approach female students.
7. When chatting make sure you don't insult their religion/beliefs. Never get into any sort of arguments, rather respect the differences you both might have.
8. Know the layout of the campus, so that you can direct those who are lost or those who need help.
9. Get familiar with the leaflets that we will be giving out, as well as other church activities not listed. When you hand out the leaflets, point to the appropriate section in order to answer the students' questions (so make sure you know about the activities of the other fellowships and not just your own).
10. If you don't know much about our church, make sure you find out before-hand, from the church website and the welcome packs, so that you don't tell people something false! Also be careful not to exaggerate our activities to give people a false impression.
11. For the record sheet, mark down which college and the date of distribution, for every individual, mark down the language he/she prefers after you have encountered him/her using letters like M representing Mandarin, C Cantonese and E English etc.. It will be nice to also include some little remark from the conversation you had to have a personal touch when you subsequently follow up this contact by email/phone.
12. Be prepared to share your personal testimony to interested students. Hence prepare beforehand your testimony/a reason why you are leafleting, so that if they ask, you know how to respond! Note this would be a short version of your testimony and should be no longer than 5 minutes. If they show interest, it will be good to follow up by giving them a gospel tract/magazine (eg. 海外校园, 号角. Etc) [Isaiah 55:11, Colossians 4:6].
13. Web resources –
  - a. gospel outline: <http://www.matthiasmedia.com.au/2wtl/>
  - b. <http://www.everystudent.com.tw/content/KnowHimPersonally/Index/>
14. Testimony Tips and General evangelistic material:  
<http://www.ccil.org.uk/en/ministries/outreach/>

#### Campus Leafleting Coordinator on the Day:

*(Note some of the following overlap with those above but are present as a reminder)*

The leafleting could be either a morning, afternoon or whole day session. Most of the time it will be a full day lasting the length of the freshers fair.

#### **Before-hand (Planning)**

1. Know the campus (entrances, where the fresher fair is, etc).
  - a. Decide upon where stand to hand out leaflets
2. Verify all the leaflets and materials required have been taken.
  - a. Leaflets for welcoming events (different languages)
  - b. Student Ministry Leaflet listing all student fellowships
  - c. Evangelistic Material
  - d. Contact Forms

3. Decide upon meeting time and location.
  - a. A well-known/easy to find location (better to meet somewhere that can easily be found then walk to the campus together), meet 30-60mins before the start of the freshers fair (or any event that is taking place that day).
4. Know the regulations of each university in terms of leafleting (see below for past experiences).
  - a. UCL – Leafleting on campus is not allowed but is ok at the entrances to the campus.
  - b. IC & LSE – Leafleting is allowed anywhere but within the buildings.
  - c. Kings – Leafleting is not allowed within the freshers fair itself, and must not obstruct the pedestrian walkway when leafleting.
5. Know who from each fellowship is coming.
  - a. Good to have the contact numbers of every bro/sis.

## **On the Day**

### *Meeting Up*

1. Start with a briefing of the things to be aware of (mainly):
  - a. Leafleting is a Spiritual Battle
  - b. We are representing Christianity and the Church.
  - c. Objective is to engage in a conversation and not to hand out all the leaflets.
  - d. Go in pairs, while one speaks, the other should pray for their conversation.
  - e. **DO NOT** enter an argument with anyone or give responses to questions you're not sure about.
  - f. **NEVER give your personal contact details**, always provide them with the churches contact.
  - g. **Never** leave a single bro/sis handling out leaflets on their own – keep each other within view.
2. Identify which bro/sis can speak which language.
  - a. Pair the bro/sis accordingly such that each pair can speak the 3 languages.
3. Assign each pair of bro/sis to the different locations (could overlap).
4. Pray for the leaflets, bro/sis safety, all the conversations everyone will have, people they will meet, etc.
5. Decide when and where to meet up for lunch (if applicable).

### *Ending*

6. Collect all the contact forms which have been filled
  - a. Process them and pass them to the appropriate fellowship depending on location and language spoken.
7. Collect in all the remaining leaflets and return to the corresponding fellowship/ pre-designated drop-point.
8. Remind leafleters to keep the people they have met in prayer over the upcoming weeks.
9. End with prayer.