

# STAYING POWER

A vision to launch more NYC college students into a lifetime of following Jesus—for the good of the church, the city, and the world.



NEW YORK CITY



# 1,000,000

New York City has more than one million university students, the most of any city in the country.

What will it take to multiply the impact of the gospel for NYC university students—for the long-term good of students, the church, and the city?

# IT WILL TAKE STAYING POWER.

New York City has more than one million university students, **the most of any city in the country**. But we estimate that fewer than 1% are part of a Christian fellowship. Amidst all the possibility and volatility of New York City, we want more college students to know the sure foundation of Jesus Christ—and for it to ground their life long after graduation.

Only the power of the gospel can change lives. But we also want to build relationships with students, the city, the university, and the local church with eyes for the long-term. In both ministry and model, RUF-NYC is committed to helping students know and follow Jesus in ways that shape their lives both during college and then wherever they live, work, and lead long after they graduate.

## Elements of Staying Power

-  **1** The gospel is power.
-  **2** Gospel teaching led by ordained ministers offers students solidity.
-  **3** Involvement in the local church provides sustainability.
-  **4** RUF loves and serves the university through a posture of positivity.
-  **5** The larger gospel movement in New York City is gaining longevity.



We want to launch more NYC students into a lifetime of following Jesus.



RUF-NYC is part of Reformed University Fellowship (RUF), which operates ministries on over 165 campuses nationwide. RUF-NYC began in 2009 when we piloted a new urban model specific to the New York City context, including bringing students together from multiple campuses for cross-city fellowship.



# The gospel is power.

At RUF, students hear the gospel of grace explicitly—that God graciously sent his Son into the world to seek and save the lost and make all things new. Other campus ministries may give students important practical tools for living a Christian life, but RUF never wants practices to be separated from the underlying power of the gospel. It is the gospel alone that motivates and sustains the Christian life.

In RUF, the gospel is clearly articulated, rather than assumed, and applied to students' hearts and lives in a way that can propel them through a lifetime of following Jesus.

The gospel...is the power of God that brings salvation to everyone who believes." ROMANS 1:16



STAYING POWER ▷ THROUGH THE GOSPEL



# Gospel teaching led by ordained ministers offers students solidity.

The college years are a time of volatility and searching for identity. We want to help NYC college students develop a healthy and solid identity in Christ, rooted in God’s Word.

Each RUF chapter is led by a seminary-trained, church-ordained Campus Minister who is uniquely equipped to connect gospel truths to everyday life and help students understand historic Christian doctrine. Especially in New York—a city of ceaseless striving and competition—the solidity of informed theology and meaningful community is deeply grounding for students.

RUF-NYC campus staff are also naturally innovative in how they teach. Working with NYC college students—who are consistently on the front-edge of culture—means leaders can’t merely rely on institutional norms. With both conviction and contextualization, RUF-NYC teaches a gospel-shaped view of the world to help sustain city students through certainty and doubt, calm and crisis, prosperity and suffering—and help them know they are never alone.

Ordained Campus Ministers help apply the foundational truths of Scripture to life and relationships.



STAYING POWER ▸ FOR STUDENTS





# A relationship with the local church provides sustainability.

When students are part of RUF, they are strongly encouraged to be a part of a local church, too. RUF Campus Ministers are ordained by a church, and they model and encourage active participation in the life of a congregation.

College students often don't have a high view of the church and may treat their on-campus fellowship as a replacement for church involvement. But RUF students learn how the church is central to persevering in faith during college and beyond—and that serving in the church is both a joy and a calling for the whole of life.

This mindset stays with RUF students after they graduate. Many go on to become committed elders, deacons, lay leaders, and volunteers who are deeply invested in a local church.

At RUF—and after they graduate—students stay a part of the lifeblood of the local church.



STAYING POWER ▷ IN THE CHURCH



RUF as an organization was born out of the Church—and it remains an official ministry of the Presbyterian Church in America (PCA) denomination. In New York City, we work closely with the congregations of Redeemer Presbyterian. But we also disciple students toward involvement in gospel-teaching churches that are not Presbyterian and help them discern how to choose healthy churches to join during and after college.



# RUF loves and serves the university through a posture of positivity.

More than just a ministry on the university, we seek to be a ministry *for* the university. We work hard to build a positive relationship with the schools where our students live and learn—out of respect for both the schools and students. We want to love and serve the whole university.

We believe that gospel transformation in the lives of NYC college students ultimately has a positive impact on the universities they attend. The gospel of grace we teach is the same gospel we pray these students live out as they seek the good of their campus and classmates. RUF staff are trained to help students engage with the big questions and secular viewpoints of university culture—not with antagonism but seeking to build relationships.

RUF's respectful posture toward the university positions us to be seen as a trustworthy presence on campuses for the long-term.



STAYING POWER ▷ FOR THE UNIVERSITY



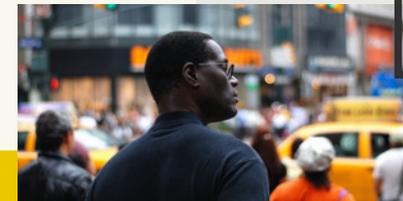


# The gospel movement in New York City is gaining longevity.

Secularism remains the dominant mindset in New York. But a gospel movement has gained momentum in the past decade, evidenced by growing numbers of church-goers and new churches starting throughout the five boroughs of New York. RUF-NYC is strategically positioned to serve this gospel movement as we disciple students who then commit to live and work in the city for the long-term.

At least 50% of NYC students stay in New York after graduation—at some NYC universities, it's as many as 70%. In this way, RUF-NYC students are strengthening and building the future of the church in New York, for the good of the church *and* city.

And for students who do leave—including international students who return to their home countries—they often settle in other globally influential cities. In major metropolises around the world, RUF graduates are joining God's gospel work and helping to shape the future of leadership, culture, and their vocations from the heart of a city.



**60%**  
of NYU  
students stay  
in NYC after  
graduation.



STAYING POWER ▸ FOR THE CITY

**70%**  
of Fordham University students  
stay in NYC after graduation.

For the sake of the one million college students in New York, we want to **multiply the ministry** of RUF-NYC. But in the spirit of staying power, we want it to be built with the long view in mind.

Our goal is to have active campus chapters on at least **10 campuses in 10 years**, for the sake of New York's **1,000,000 college students**.

1

## We need more diverse ministry staff.

**The Need:** To serve a diverse city, we need diverse leaders. RUF-NYC is intent on attracting and enabling the hiring of more people of color who can effectively minister to non-white and international students. The traditional funding model for RUF staff is individual fundraising, which can be a limiting factor for those from minority backgrounds and urban communities who don't have financially well-resourced networks in place. In addition, the cost of doing ministry in New York is almost double other RUF campus locations. As a result, our applicant pool is limited. It is essential that we lower unnecessary barriers to recruiting the excellent Campus Ministers our NYC students need.

**The Strategy:** We will create a fund that provides 50% of the living and ministry expenses for dynamic ministry staff who are ethnic minorities but are held back from NYC ministry due to financial pressures.

2

## We need more campus chapters.

**The Need:** There are 110 colleges in New York City, and right now we only have chapters at three of them. These three chapters already draw students from multiple universities. But our staff is stretched thin in being able to effectively care for these students, much less continue to invest in a specific campus community. Our vision is to establish a presence on ten campuses in New York, so as to grow in breadth and depth in the number of students we reach. This will require both seed money and ongoing resources, since campus chapters never become self-sustaining.

**The Strategy:** We will provide supplemental funding to our existing three chapters and launch seven new chapters on strategically significant campuses in New York City.

“ RUF is the most effective campus ministry in the nation. It is fruitful in both evangelism and discipleship, approaching both with theological robustness. In addition, RUF is an unsurpassed developer of leadership for the entire church. It produces thousands of solid new church members, future lay leaders and elders, and church planters. RUF is helping students develop—in both their hearts and minds—a robust Christian faith in ways that undergird their adult lives, vocations, and families. I am deeply motivated by the work of RUF in general, and especially as I think about the vital needs and opportunity of the growing gospel movement in New York City.”

- **Tim Keller, Founding Pastor of Redeemer Presbyterian Church, New York, NY**

“ It is always easy to assume the gospel is the center of one’s ministry in theory, but emphasize other aspects of the Christian life in practice. RUF’s enduring value lies in the fact that it clearly and consistently proclaims the good news of God’s grace in Jesus Christ and all aspects of Christian living flow from that vital center.”

- **Jason Harris, Senior Pastor of Central Presbyterian Church, New York, NY, and former RUF Campus Minister**

“ As a student, what stood out to me about RUF was the supportive community of peers, as well as having an ordained pastor teaching us from Scripture and helping me navigate the challenges of college life. My four years in RUF were transformative as I learned to identify sin patterns and to apply the truth of the gospel. Now that I am a few years removed from college, my appreciation for this ministry has only grown—in a city driven by success, God’s grace continues to anchor my life as I pursue my career here in New York.

- **Meghin Rooney, Barnard College Graduate**

# WILL YOU JOIN US?

We invite you to partner with us in the vision of multiplying gospel ministry in NYC with staying power.

## PRAY

Ask God to grow the gospel movement on NYC college campuses.

## GIVE

Invest in the strategic growth of RUF-NYC and its leadership pipeline.

## TELL

Share with others about the vision and work of RUF-NYC.

**Together we can help launch more students into a lifetime of following Jesus.**

Give online at [GIVETORUF.ORG](https://GIVETORUF.ORG)  
or mail checks to:  
**Reformed University Fellowship**  
**PO BOX 890004**  
**Charlotte, NC 28289-0004**

Gifts must be marked for RUF-NYC Fund

For more information or to discuss how you can partner with RUF, contact us at:

**RUFNYC.ORG**



NEW YORK CITY