

Info about the “Jesus People Movement,” our biggest awakening in 20th century, and how to have another!

When I graduated from Western Seminary in 1964, I joined the staff of Campus Crusade for Christ (now Cru). After going through staff training, my first calling was to **share the Gospel, person to person, with college students**. All of our staff tried to set-up appointments with students. But we also did a lot of what we called **“randoms,”** meeting students in college coffee shops and sharing the gospel with them. **During those early years on Cru staff, I developed skills that I have used for the rest of my life.**

To fulfill our strategy, **“Win the campus Today, and win the World tomorrow,”** we held week long Leadership Training Institutes (LTI's) for college students from all over America, at Arrowhead Springs, in San Bernardino, California (a resort hotel purchased by Cru, just before I joined its staff in 1964). Each LTI had from about 500 to 1,200 students.

Bill Bright insisted that the students needed some experience in sharing their faith, before heading back to their campuses. Fortunately, about an hour away, Orange County beaches had thousands of young people relaxing on the sand. After the students were trained, our staff loaded them in our cars and took them to the beaches. Sometimes we jokingly sang, **“Onward Clipboard Soldiers, going to the beach. Where are all those atheists we are going to reach?”**

All summer long, week after week, we took hundreds of the students to the beach. I was not the only staff member who did not want to get sun-burned at the beach. **But Bill Bright said “Go,”** so we loaded our cars with students, and we all shared the Gospel with thousands of young people. **There were probably more spiritual seeds planted per square foot of sand, than in Jerusalem in the first century.** I admit now, I did not expect a significant impact for our Lord, because we were not able to do any follow-up. But thousands of spiritual seed were planted.

In the summer of 1966, someone on our staff read a book titled, ***The Principals of War***. It explained that sometimes a general will concentrate his troops in one location to have a victory that would affect the whole battlefield. From that idea, we decided to have all of our staff invade the ***University of California at Berkeley***. **So in January 1967, I was part of a team of 600 that invaded Cal with the goal to witness to every student on campus in just one week. The following week, 400 of us moved on to UCLA, in Los Angeles.**

Our goal for those invasions was to have an impact that would affect the whole country. While many students trusted in Jesus, we did not have the nationwide impact we wanted. But within a year, America had its biggest spiritual awakening of the twentieth century, **“The Jesus People Movement.”**

In Wikipedia's article about **“The Jesus People Movement,”** its only mention of Campus Crusade is: **“Explo ‘72 was an event organized by Campus Crusade for Christ, held at the Cotton Bowl stadium in Dallas, and involved such conservative**

leaders as **Bill Bright and Billy Graham.**” **80,000 young believers at Explo '72 marked the high-water mark of media interest**, but the Jesus People movement continued at a grassroots level with smaller individual groups and communities.”

I now believe, **“What we were trying to do at Cal Berkeley and UCLA, God did when we witnessed for Jesus at the Orange County beaches from 1964 through 1967.”** Thousands of spiritual seeds were planted by personal evangelism. God also took care of the “follow-up, using many Orange County churches.” Most noteworthy was **Calvary Chapel**. When it baptized 100 young believers in the Pacific Ocean, that was what probably ignited interest in the press. **Look, Time, & Newsweek magazines, all had covers about “The Jesus People Movement.”**

Historians have called it a spontaneous awakening. When I met a Christian College professor who did his dissertation on **“The Jesus People Movement,”** I told him about our witnessing on the beaches. He responded, **“No one ever told me about that.”** More info is in Chapter One of my book, **As You Are Going... Make Disciples**. It followed my first book, **The Master Plot of the Bible**. Both are now e-books at <https://www.amazon.com/s?k=Bob+Prall+e-books>. **Amazon Prime Members** can read them at no cost. **Please ask some of your members to evaluate them for you.**

We need an awakening in America! I am thankful for the great preaching in mega-church pulpits. But I do not think preaching from the pulpit will launch another **“Jesus People Movement.”** The last one was launched by personal evangelism by young believers, and **I believe that is the only way we can have another.**

Many years ago, I purchased some tee shirts that had **“What happened?”** in big bold print on the front, with **“www.Histobisempty.info”** a little smaller under it. The back sides had, **“It is better to have a great date now, than a hot date with the devil later!”** in bold print, with **“www.datewithgod.org”** under it. To evaluate its effectiveness, please check out both web pages.

I still have some tee shirts, and I can get more. I am going to offer one tee shirt and a paper-back of **The Master Plot of the Bible** to youth in Houston churches for \$16 (including sales tax), and I am making plans to make possible one tee shirt and its e-book in all fifty states for \$16 (including sales tax & shipping for the shirt and the \$3.50 e-book from Amazon). **(I do not want to sell a tee-shirt without assurance of the purchase of that book).** We should also revive the **one finger pointing upward, “Only one way to get to heaven,”** the visual of **“The Jesus People Movement.”**

We must also attack the **Church Drop Out Problem**. Please read <https://www.gospel-giftbooks.com/preventdropouts.pdf>. Notice, both the **“awakening”** and **“prevent drop outs”** start by getting students to listen to my **free 22 minute audio message** on **The Resurrection** and to read my book **‘The Master Plot of the Bible.’** **The common goal is to “Make Disciples” for a new Jesus People Movement.** These two pages and **“How to get Tee shirts”** is in <https://www.histobisempty.info/awakening.pdf>.