

**EVERY
STUDENT
SENT**



Ensuring no student is lost
in the transition to college



THE EXODUS

Do you know someone who walked away from their faith when they got to college? The exodus of students who leave faith during the transition may be worse than you even thought:

- **50-70% of students** drop out of faith in college
- **The relationships a student makes in the first 72 hours** on campus typically defines their friend group and faith trajectory (*Navigators).
- **Catalyze freshmen dorm movements** when pre-believers are most open.
- **35-50% of college grads** start their new job alone and fall away, which ESS addresses.

Every Student Sent's model has been proven to reverse the college faith drop off and empower students to share their faith on campus and for a lifetime. Scaled nationally this is expected to **double** the number of active freshmen believers and begin to **triple** the number of Christian college grads, prepared to impact the workplace.

OUR WHY

Every Student Sent exists to create the transition to and from college by preparing students with a community of fellow disciple-makers.

COMPOUNDING IMPACT

As a result of the influx of Christian students on campuses because of Every Student Sent, high school students will confidently step into college with a community of believers, having chosen a major informed by their desire for Kingdom impact.

1. College students will find it normal to live on mission on their campus and move into their first job with the support of ESS marketplace partnerships.
2. Parents will be able to have peace about their students and encourage them with ESS tools.
3. Pastors will be blessed by their growing congregations bearing true fruit.
4. Christian Schools will celebrate the increasing number of students staying in the faith.



OUR MODEL

With Every Student Sent and its national coalition, no Christian student will start college alone but rather with a team of friends, roommates, and leaders they meet long before college. Together, the next generation of Christian leaders will rise up stronger than ever! Here's how it works:

1

EVERY STUDENT SENT PLATFORM AND MOBILE APP

Our online social platform and Mobile App create communities for students, parents, pastors, and college ministries across all universities and community colleges in the US.

2

LEARNING MANAGEMENT SYSTEM

We currently offer multiple free courses and ongoing mentoring that teach students how to be disciples who multiply disciples.

3

CHANNEL PARTNERS

ESS works with all kinds of partners such as denominations, college ministries, and churches to expand our reach.

4

VOCATIONAL DISCIPLESHIP

Students also get help answering the question "what's my purpose?" through partnerships with the most experienced consultants.

"I think it's really important for students going into college to get plugged into a campus ministry, because I know how hard it is to follow Christ without a community around you."

– Abby*, current college student

"There are hundreds and hundreds of students on campus who don't know Christ! For me, [Every Student Sent] really opened my eyes to reaching out to them and showing them God's love, and that there IS more."

– Valeria*, current college student

2025 STRATEGIC INITIATIVES

With 500,000 Christian high school graduates each year, Every Student Sent is making big plans to be able to engage them all!

NOW: ESTABLISH YOUR CITY – \$200,000/City

To help students reach pre-believers when they're most open to the Gospel, we will saturate our five focus cities with campus partner organizations and digital advertising. Dallas, Phoenix, Los Angeles, Houston, and Kansas City were chosen because of the large opportunity and our existing connections.

DALLAS

Recruit: 3,431 High School Seniors
Reach: 13,724 New Believers

PHOENIX

Recruit: 1,832 High School Seniors
Reach: 7,328 New Believers

KANSAS CITY

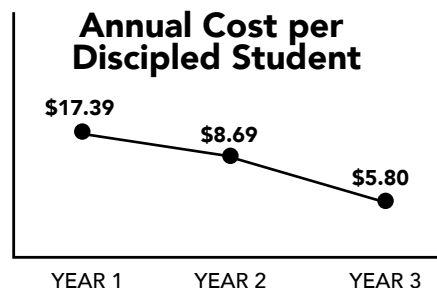
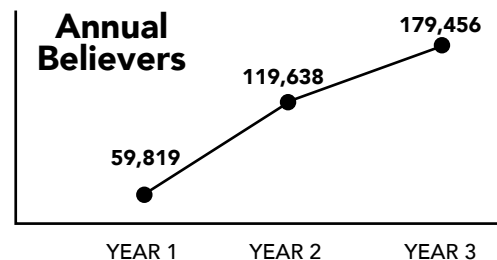
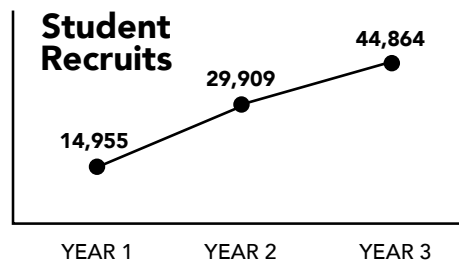
Recruit: 977 High School Seniors
Reach: 3,908 New Believers

LOS ANGELES

Recruit: 5,482 High School Seniors
Reach: 21,928 New Believers

HOUSTON

Recruit: 3,232 High School Seniors
Reach: 12,928 New Believers



**Projections are based on the most recent census data and Barna studies and the assumption that the average ESS-trained student will make four disciples.*

BOARD OF DIRECTORS:

TONY DALE - CEO of Sedera Health

MIKE SCOTT - Founding partner and CEO of Pureflix

ROBERT LANDRUM - Software Development, Booz Allen Hamilton

JEREMY STORY - Founder and President, Campus Renewal & Every Student Sent

SEE ENGAGE ON EVERYSTUDENTSENT.ORG

CONTACT:

John Decker | john.decker@everystudentsent.org | 315-480-1232 | EveryStudentSent.org

**EVERY
STUDENT
SENT**