

Guide to Getting Started

**JUST
LOVE**

Guide to Getting Started

So, there's not a Just Love group in your city and you're thinking of starting one? Great. This guide is for you.

Starting a Just Love group is probably one of the most exciting and impactful things you can do with your time at uni. You'll be part of catalysing a cultural shift amongst the Christian student culture at your uni as you seek to inspire and release every Christian student to pursue the biblical call to social justice.

If you haven't already, do get in touch with us at info@justloveuk.com. We'll be able to offer support and advice, and link you to the available to Just Love committees. This guide is just the starting point, and we

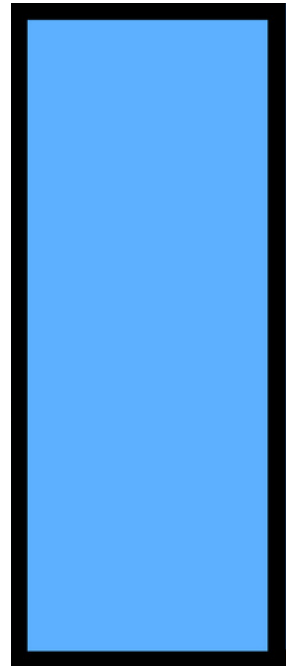
recognise that depending on your city and uni context, the timescales and steps to getting started will vary. We're there to give advice, encouragement and training, and to give you connections to speakers and organisations - but ultimately, this is your project. We understand that you'll have particular passions and you'll know your university and city better than us - so exactly how you want to fulfil the Just Love vision is up to you.

Although we've set this out as linear timeline, everything on each stage should be done alongside each other. We recommend you read through whole guide before starting the process - some things towards the end, especially your launch event, will require lots of planning ahead.



Know the movement

If you're going to start a Just Love group in your city; pioneering and representing the movement; you need to know what we're all about!





The Vision

Why do we do what we do?

We want to inspire and release every Christian student to pursue the biblical call to social justice. We don't think that it's ok that justice is so peripheral to Christian student culture in the UK. We don't think it's ok to claim to be 'bible-believing' and yet ignore all that the bible says about justice. We don't think that it's ok to claim to believe a gospel that is 'good news for the poor' and to be apathetic about injustice. In Just Love, all that we do is a response to God.

We worship a God who is not OK that there are 735 million people living in extreme poverty in our world. A God who is not OK that, according to UNHCR, there are 82.4 million displaced people in our world. A God who is not OK that human greed has brought creation to the point of ecological breakdown. A God who is not OK that there are people bearing his image living

homeless in our cities. A God who is not OK about a cost of living crisis that is going to hit the poorest in our country hardest.

We believe that if God is not OK about all of the injustice and brokenness in our world, then we shouldn't be either. And we believe not only that God is not OK about all that is wrong, but that through the cross of Jesus, God has acted decisively to restore and to put right all that is broken. If that's God's mission, then we want to join in - anticipating God's coming kingdom of peace and justice and wholeness. We believe that justice is not a tag-on or optional extra in our discipleship - it is a central theme throughout the bible and a fundamental part of what it means to follow Jesus. That's a story that we are really excited about, and which we want to invite others into.

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The Vision

Why do we do what we do?

We want to raise up a generation who will live and lead for Jesus and justice with every bit of their lives for the rest of their lives. The vision of Just Love is not just to do some nice things while we are students. Our vision is focussed on the long term. All that we do in our student groups is about forming habits and setting trajectories that will last a lifetime. We are raising up a generation into a whole-life, life-long pursuit of Jesus and justice. Ultimately, this isn't really about us.

We want to see God's justice done where the needs are greatest - we want to see broken systems remade, just laws enforced, the vulnerable empowered, exploitative practices ended, the hungry fed, the lonely belonging and divisions reconciled. None of those struggles can be fixed quickly - they will all require a lifetime of faithfully loving Jesus and loving our neighbour. That's what we exist to do.

If you haven't seen our vision video yet, [check it out below](#).



1

Our Values

How do we do what we do?

Our values are core to who we are in Just Love. If the vision is why Just Love exists, the values are how we journey towards that vision. They are the things that matter most to us and they shape our decisions, our behaviour and our actions.

We are actually in the process of refining these values. When you get to Easter training, we'll present a slightly updated set, but for now, these are the values that shape who we are in Just Love:

Devotion to the way of Jesus

Jesus is at the centre of everything that we do in Just Love. All that we do is motivated by the grace of God given to us in Jesus, and a response to the mission of God. Jesus' life and teaching, death and resurrection set the pattern for all that we do and the way that we do it.



Honouring relationships

Biblical justice is all about right relationships between God, humanity and creation.

Therefore, we seek justice in a relational way; partnering with other organisations and getting to know the people within them. As students and alumni, we build lifelong relationships in which people are known, challenged and loved.

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Our Values

How do we do what we do?

Growing leaders

We believe that everyone is a leader with the potential to influence and serve people around them. We don't want to be an organisation that is run by just a few people at the top; we want to be a movement where everyone is released and encouraged in their gifts. We love giving opportunities for people to lead and seeing them grow as a result.



Commitment to Quality

We work with people who God deeply loves. That is an incredible gift and we have a responsibility to steward it well. Therefore, we do all that we do to the best of our ability – both the execution of immediate tasks and the planning of long-term strategy. We work within our limits, grounded in the grace that liberates us from legalism and perfectionism, to serve others and glorify God.

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Theology & Training

Theology

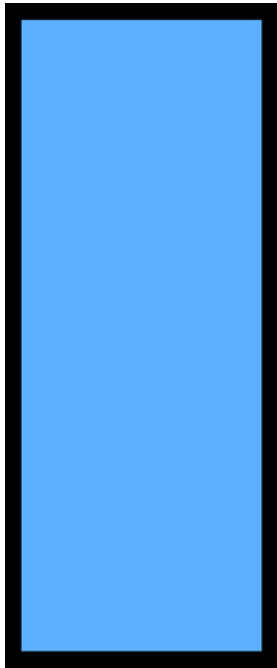
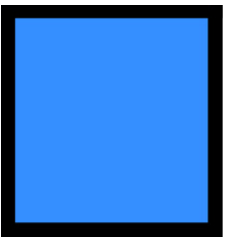
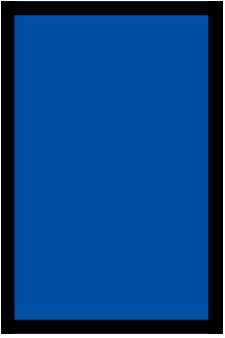
The Bible has thousands of verses referring to issues of social justice – some of the most frequently referenced are the ‘true fasting’ of Isaiah 58, the parable of the sheep and the goats in Matthew 25, and the ‘act justly, love mercy, walk humbly’ quote from Micah 6.8. It’s so important that we don’t stop at these passages and we look at some of the big picture of justice in the Bible - how God commands us to do it, how it attests to His character, and how it fits in with His plans for all of creation, from Genesis 1 to Revelation 22.

Read our **Guide to the Theology of Social Justice** for a helpful overview of some of the passages and concepts involved. Other helpful starting points are books like *Generous Justice* by Tim Keller and the [Live Just.ly](https://www.livejust.ly) website.

Training

We run trainings for Just Love committees twice a year - at Easter and in September. If you're thinking of setting up a Just Love, it's pretty much essential that you come. You'll get training on theology, leadership and lifestyle, and there'll be a special track for new group starters. There's no better introduction to the Just Love movement, and you'll have the chance to connect with student leaders from across the country who are already running a Just Love group.





2

Build team & set vision

We want Just Love groups to influence the Christian communities and cities around them and it's important to do that in the context of **building relationship** with others.

2

Get to Know People

Relationships

Unity and relationships is one of our values – we believe that the Trinitarian God of the Bible is a fundamentally relational one. We also believe that relationships can help us to build support and influence, meaning that we can get more done and get more people involved. It's particularly important to keep local churches in the loop with what you're doing - they'll often be able to give you helpful feedback and advice, and they may be able to help with venues and speakers for events.

As you think about how to influence Christian student culture, you'll need to work as closely as possible with the CU, local churches (particularly those with large numbers of students) and other Christian groups on campus.

Committee

Each Just Love group is run by a committee of 6-9 students. This will often include two co-presidents, a secretary, a treasurer, a publicity officer, several project directors (sometimes divided into local, global and personal directors), and sometimes a worship or prayer secretary. It's good to assign people to particular roles as soon as possible so that everyone knows what they are responsible for and can carry out tasks more efficiently.

It can be hard knowing who to have on the committee and deciding who should take what role. Do get in touch with your staff worker as you work this out, and as your team moves forward you should read the to ensure that you are operating as well as possible. Prioritising team bonding and socialising early on will bear fruit later on.

2

Get to Know People

Diversify your team

Every successful movement has a great team of people behind it – each Just Love group is run by a committee of students.

You'll need to gather interest initially, through your own friends and networks at church/CU. Then you'll need to **build a committee** of people of good character, who really believe in Just Love's vision and have time to commit to it.

Diversity on the committee is really healthy; think in particular about how you can build a team that includes people who know the Christian student world really well, and people who are well connected and would be great at persuading others to get involved. A team that represents different churches, genders, friendship groups and includes a range of skills and personalities is the dream!



If you're still lacking team members, later on in the process you could hold a vision and information evening (once you've developed more clarity around what Just Love will look like in your city.) This will give you a chance to share more on what Just Love is about and invite other students in the Christian community to express interest in committee positions.

2

Set Vision

Choosing Projects

Just Love groups tend to run projects that release people to engage with social justice on a local, global and personal level. It's vital for these projects to be well defined and thought through before the group launches. Firstly, investigate what's already out there by getting to know people in your city and researching issues of injustice affecting people and the environment near your university and student housing. Check out our resources and look for inspiration from other Just Love groups and our top partner charities Tearfund and IJM. It's also important to run projects that people in the group are passionate about.

Next, set a vision for your project that is less than 19 words. A concise explanation of what you do is important. You can take this further by making goals and strategy.

Goals and strategy

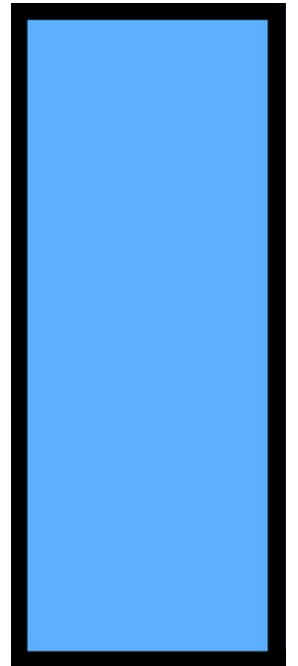
If the vision of your project is your ultimate purpose (the destination your project is pointing towards) then goals are some stops along the way that can help you focus in the short-term. It might getting 10 people a week volunteering in your first term, or raising £1000 for a cause you want to support. Strategy is all about how you reach these goals and pursue your vision – how will you get people involved? How will you deploy your team? What's the most effective way of serving the people you want to help? Check out our **Guide to Strategy and Impact Assessment** for more information.



3

Communication

All your great work so far needs to be supported by good communication. This is what gets people away from sidelines and persuades them to be actively involved.



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Casting a Vision

Whether you're just chatting to someone after an event, or you've persuaded a church or CU to let you give an announcement, you need to be able to cast a vision that others want to be a part of.

What is it you are trying to achieve, and what is so exciting about it? People want to know what they're joining in with and why it's so important. Starting with the 'why' can be much more powerful than simply a description of what you do – it can appeal to people's core beliefs and emotions that drive decision-making. If you start with the why and then describe what it looks like to get involved, you can also use 'imagine if' statements to get people excited by your vision. Imagine if thousands of Christian students across the country graduated with a passion for

pursuing justice throughout their lives! You could run a prayer and vision night centered around communicating this if you still need people to be a part of your committee.

Social media

Social media is often the first way other students will find out about your group, why you exist and how they can get involved. It's good to create social media profiles around 6-8 weeks in advance of your launch and plan out a schedule of regular, visual and shareable content to create hype. You might want to consider creating a video or blog series that explains who you are, or a #meettheteam photo series. What are the key messages you want to send? And how you can make your content as interesting and visually appealing as possible?

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Casting a Vision

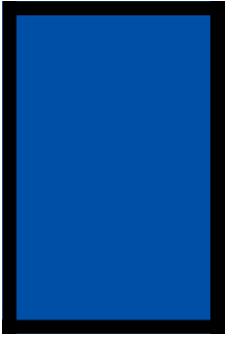
Planning

Planning ahead is crucial for ensuring a balanced schedule, for helping to secure good speakers at events, and giving people plenty of notice so they can prioritise joining in with what you're doing. You'll need to put together a plan for the term: setting a launch date and planning out the schedule of projects and events for the coming term. You can then create a term flyer that lists all of your events, venues and dates to give to people at the start of a new term. All the team will need to commit to attending weekly or fortnightly committee meetings at a regular time where you will keep each other in the loop and discuss agenda items. It's also good to pencil in an end of term vision day.

Vision Day

If you want to get into a good routine, you'll need to start planning for the next term before it starts – and it's really helpful to get your whole committee in a room for a day or half day to review what's happened and dream about the term ahead. It can be hard to get everyone's schedule to match at short notice – so if you're launching at the beginning of a term, why not schedule in a vision day for the middle of term? You'll want to leave space for generating ideas, prayer and team bonding.

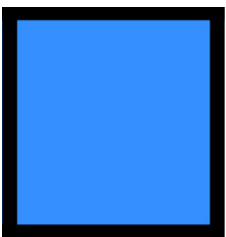
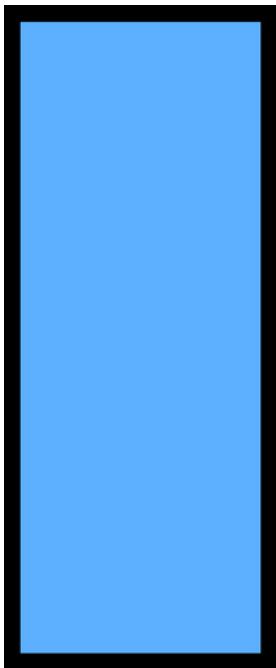




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Launch

You've got a team, you've planned some projects, and others have been starting to hear about Just Love – now you need an event to really showcase it



4

Launch

Now we've reached the business end. You've got a team, you've planned some projects, and others have been starting to hear about Just Love – now you need an event to really showcase it. While this is at the end of the getting started process, you'll need to start thinking about some quite early on. You'll want to make sure your first event is exciting enough to draw people in and accessible to all Christian students. The event should clearly communicate what is about and why it's important, as well as giving people clear ways to get involved.

There's lots of ways to make a launch event happen, so we don't want to restrict your ideas. You could run a speaker event that inspires and challenges others around the biblical basis for social justice.

Ask us about ideas of people to have at your event. Be sure to plan ahead with this – lots of good speakers book up a few months in advance.

A different approach is thinking about it as more of a launch party. Ask yourself: Why would make someone want to come to a party? What would make a party welcoming and inclusive? What music/theme/food will we have? What do we want people to be talking about for days after? You'll want to create a Facebook event at least a month in advance, and be building hype on social media and in person in the weeks before the event. Inviting people along is the perfect opportunity to put your vision-casting into practice!

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Practicalities

As with any movement, there are a certain number of practical and organisational steps that need to be taken if things are to run smoothly in future.

There will be several registration processes to go through – you might need a bank account, you might see benefits to registering with your student union, and you'll need to register as a Just Love member.

You should get in touch with us via email to talk about setting up a bank account for your group on info@justloveuk.com.

In order to take on Just Love's name, branding and resources, we need to make sure we are all on the same page about what Just Love is! This is quite a straightforward process of signing up to our vision and values and confirming that you are happy to align with our core beliefs. Everyone on your team will also need to register as a committee member. We can send all the relevant documents and forms over to you - just use the info@justloveuk.com email.

