

# Beer is Proof- The Survey

This survey is designed to help you use the *Beer is Proof* cards to engage with students in a conversation about beer, happiness, and the gospel. With that in mind, we have some ideas as to how the conversation could lead to the gospel, though of course feel free to blaze your own trail. You're doing the survey, so you're in the driver's seat.

## Introducing the survey

When you begin to ask someone to go through it with you make sure you're friendly, introduce yourself, and explain what you are doing. It will be helpful to have a copy of the card in your hand. You might say something like this:

*"Excuse me, hi! I'm doing these surveys all over campus to get some feedback on this card. The survey is 5 questions long [flash it] about beer, happiness and God. Do you have a minute to do it?"*

If they say yes, follow on below. If they decline to do the survey, be polite, and offer them a card to keep and read at their leisure.

*"Thanks! My name's Andy. What's yours? It's nice to meet you. We're with Cru, the student Christian organization. Have you heard of it? The reason we do these surveys is we want to interact with as many people as we can about beer, happiness and God. A lot of times these questions spark some good conversation. If that happens, great, we're just interested to hear what you think. I'll warn you, they're a little deep."*

## Conducting the survey

As you go through the survey be sure to ask all the questions, listen to their responses, and write down a summary of their answers. Feel free to be human while you do it. Interact a bit, be friendly, have fun. But do follow this procedure:

- Ask the first question and record their answer.
- Show them the front of the card.
- Ask questions two, three and four, and record their answers.
- Have them read the back of the card.
- Ask question five and record their answer.

## Concluding the survey

It's important to respect people's boundaries and not take advantage of them. If someone has given permission to do the survey, and it's over we need to signal that it's complete and thank them for their help. We may however ask permission to interact more. If they agree, great! Let's keep going. If they decline, accept that answer, thank them for their time, and offer them a card to keep.

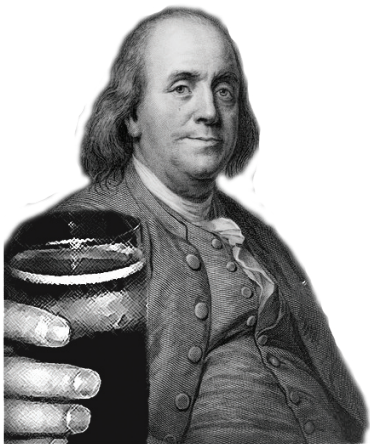
You might say something like this:

*"Hey, thanks for taking the survey. That's the whole thing and we really appreciate your time. Even though it's done if you don't mind I'd love to ask you more about your answer to number \_\_\_\_\_. Could I ask you a follow up on that?"*

## Transitioning from the survey

The easiest questions to transition from are probably 4 and 5. But you're liable to get all sort of responses as you do this survey. As you are listening to their responses pay attention for openings that might create opportunities to dialogue about the gospel. Here are some thoughts on how you could start a conversation based on their responses to questions 4 and 5:

4. *On a scale of zero to ten how sure are you that God loves you? What have you experienced that leads you to that conclusion?*



“Beer is proof that God loves us,  
and wants us to be happy.”

*B. Franklin*



This question is great for you to discuss, because you are 100% sure and your proof is the gospel—specifically the resurrection of Jesus. Whatever they say, focus on their experience. You might ask them:

*“Do you think it’s possible to be 100% sure of God’s love for us? What would that take?”*

[They respond]

*“You know, I am 100% sure of God’s love for me, and my reason is this. Can I show it to you?”* (Bust out the 4 Laws—the proof is in the ideology behind it and even more, the resurrection of Christ).”

If they give a very low number or say they are certain God doesn’t love them, or love anyone else for that matter just listen to them. Don’t argue, draw them out and seek to understand. There is probably a hurt there. Genuine concern and interest in what they have experienced will open more doors to share the gospel with them than arguing ever will.

**5. A lot of people are familiar with the expression “Jesus died to show he loves us,” but to many this makes little sense. How do you think his death shows love?**

It’s likely that they won’t be able to give a coherent answer to this. Few can. If that’s the case the following dialogue may help you make the heart of the gospel clear to them for the first time. If they show confusion you might say:

*“For that last question about why Jesus’ death shows love I noticed you weren’t quite sure. Most people I talk to find that confusing. I think I know why. Can I try to clear that up?”*

*“Do you have a girlfriend/boyfriend/mom?”*

[They respond]

*“Do you love her?”*

[They respond]

*“Let’s say you want to show her the full extent of your love so you go to visit her this weekend and you tell her, “I love you. But I want to show you how much.” Then you take out a gun, put it in your mouth, and blow your head apart. What is she thinking at this point?”*

[You’re a complete psycho.]

*“Yes, that doesn’t show love, it shows insanity. So rewrite the script. Give me a scenario in which you could die on purpose, but it would really show love for your girlfriend.”*

[She’s about to get hit by a car, you jump in the way push her to safety and get hit. There’s a bad guy, you fight him to rescue her and die in the process. Burning building, drowning in ocean, etc.]

*“We could come up with a hundred different scenarios, but the consistent thing in each of them would be that in each case in order for your death to show love, not insanity, your girlfriend would have to be in some sort of danger. It seems that the principal is, that death only shows love when the beloved is in grave danger. Does that make sense?”*

[They respond]

*“So, let’s get back to what was going on when Jesus died. If death only shows love when the one you love is in grave danger, and Jesus’ death does show love, what must that mean about our predicament?”*

[We are in danger]

*“What are we in danger of? What was the train that he was jumping in front of?”*

[Sin, death, judgment from God, hell]

Again, you should be able to continue to explain the gospel from here.