

What's in a Name?

Why Campus Crusade for Christ will be known as Cru in the U.S. starting in 2012



Campus Crusade for Christ in the U.S. is changing its name to Cru. The new name will be adopted in early 2012. The U.S. ministry hopes the new name will overcome existing barriers and perceptions inherent in the original name.

"From the beginning, Bill [Bright] was open to changing our name. He never felt it was set in stone," says Vonette Bright, who co-founded Campus Crusade for Christ with her husband. "In fact, he actually considered changing the name 20 or 25 years ago.

"We want to remove any obstacle to people hearing about the most important person who ever lived: Jesus Christ."

The name, selected from a pool of 1,600 potential names, has a track record within Campus Crusade for Christ. Since the mid-1990s it has been used locally on the majority of their campus ministries in the U.S..

"This decision has been saturated with prayer," says Steve Douglass, president of Campus Crusade for Christ. "We only want what God wants for us. And while we are excited about this name, we are even more excited about our renewed commitment to our mission. We believe this new name will position us to connect better with the next generation."