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Gospel of Writing Style  
*The Writing Style Handbook of Cru®*



# Gospel of Writing Style

## The Writing Style Handbook of Cru®

July 2021 edition

(For all non-Cru style questions, refer to the latest edition of the AP Stylebook.)

For changes, additions, comments or questions, please contact Rich Wiewiora  
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## Introduction

Welcome to the July 2021 edition of the Gospel of Writing Style (GWS for short), the writing style handbook of Cru®. The latest edition is also accessible as a pdf on our Staff Web.

If this is your first time to GWS and you're wondering where to start, or you'd like a quick review, here are my top 10 GWS entries for you to master:

**Black(s), whites(s)**

**Jesus Film® and “JESUS” film**

**Scripture**

**trademarks**

**composition titles**

**prayers**

**sexism**

**God**

**salvation decisions**

**slang**

Besides the A-Z Main Section of entries, there are two appendices — Appendix A is titled “Special Word Problems”; Appendix B is “Archived Cru Terms.” Appendix B consists of terms that were once used in Cru, and were in the Main Section of this handbook, but are no longer in current usage in Cru. For some, this appendix can have historical value. Both appendices follow the Main Section.

The Introduction on this page is followed by a one-page “How to Use This Handbook,” which in turn is followed by the section “Updates and New Entries in This Edition”. The A-Z Main Section begins after that. Appendix A and Appendix B are at the end.

I'm very grateful for all of you who provide me with valuable input and suggestions, and who ask questions.

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## How to Use This Handbook

This handbook is not intended to be a comprehensive guide to grammar — rather it is a guide to usage of terminology specific to Cru®. It also includes some guidelines for usage of spiritual terms frequently used by Cru writers, such as Scripture quotations (see **Scripture** entry) and referring to salvation decisions (see **salvation decisions** entry), to name two examples.

Entries in the Gospel of Writing Style are cast in boldface type; italics are only used for illustrative purposes. Trademark symbols ® and ™ are intentionally made to appear larger in this handbook so that you can see which is being used. Normally, those symbols are appropriately smaller.

When you have a question concerning Cru written style, consult this Gospel of Writing Style handbook first. (From now on referred to as GWS.) It is written to complement information found in other sources.

If GWS does not address your question, consult the latest edition of the Associated Press Stylebook published by the Associated Press. (From now on in GWS the AP Stylebook will be referred to as AP.) AP is the style reference upon which the guidelines in GWS have been defined. If you do not have access to one, you can either order a print copy at [apstylebook.com](http://apstylebook.com) or you can subscribe on their website to have online access to their stylebook.

If a guideline in GWS is an exception to an AP guideline, it will be noted.

If either GWS or AP does not address your question, refer to the most recent edition of Webster's New World College Dictionary (called Webster's from now on in this handbook), the reference work upon which AP is based.

If none of these reference sources answers your question, make your best common-sense judgment based on what would create the least confusion for your intended audience. Also, feel free to contact me at [rich.wiewiora@cru.org](mailto:rich.wiewiora@cru.org). Perhaps your question may need to be addressed in a future edition of GWS.

For those writers who are assigned stories about Cru ministries, it may help you to know (if you do not know already) that several of the ministries have their own specialized house style guides — e.g., Athletes in Action®, FamilyLife®, Jesus Film Project®, and Unto®. Find out if the ministry you are writing about has its own style guide, get access to it and use it.

To honor copyright of the AP Stylebook, entries in this GWS that depend on those same entries in AP will refer you to AP for further definition, description, information and examples. Fyi, I maintain a group subscription to AP Stylebook Online for a small number of Cru communicators, and I may have an open spot should you think you would need frequent access to AP. Or, if you are part of a group of 15 to 25 communicators, then it may be beneficial to get a group subscription to AP Stylebook Online.

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## UPDATES and NEW ENTRIES in this July 2021 edition

- UPDATED entries in the A-Z Main Section of this edition are:

**AIA®** — ® symbol added.

**AIAGear®** — spelled as one word.

**bulleted information** — has been absorbed into the entry “**lists**”.

**Bible, biblical** — A sentence has been added at the end: For related information, see **books of the Bible** and **Epistle, Epistles** entries.

**CrossRoads** — ® symbol removed because the name is not trademarked.

**Cru Storylines®** — symbol changed from ™ to ®.

**Cru Press®** — ® symbol added, and relocated alphabetically.

**Douglass, Steve and Judy** — Updated to point out that he is now referred to as *former president* or *past president*.

**DRIME®** — Its full name is given and a registered trademark.

**EveryCampus®** — Corrected; the name is trademarked, not the website address.

**God** — The following has been added: When attributing words to God, avoid introducing them with “God said” — that would imply that the words carry equal weight with Scripture, or that God spoke in an audible voice in a case when He did not. Better to say something like “I sensed saying” or “God seemed to be saying.” Then write the actual words in italics so as not to leave the wrong impression.

**HomeBuilders** — The entry’s description is corrected by deleting the word “**Connect™**” and adding “**The**” before “**Art**”.

**Jesus Film®** — Description has been edited.

**Military Ministry** — In the entry’s description, the last word “Ministry” has been changed to “Military”.

**Passport2Identity®** — symbol changed from ™ to ®.

**Powerpack®, Powerpacks®** — symbol changed from ™ to ®.

**President, president**

**Promise Keepers®** — symbol changed from ™ to ®.

**Savior** — A clarification on capitalization added.

**Scripture** — A sentence has been added at the end: For related information, see the following entries: **Bible, biblical; books of the Bible; and Epistle, Epistles.**

**Student-led Movement** — Changed to read “**Student-Led Movements**”.

**Summer in the City** — ® symbol deleted; no longer a registered trademark.

**The Four®** — symbol changed from ™ to ®.

**trademarks** — Contains numerous updates in the lists found in points 7 and 8.

**Ultimate Training Camp®, The** — symbol changed from ™ to ®.

**Unto** — symbol changed from ™ to ®.

**Vice President, vice president**

**Vokebot®** — symbol changed from ™ to ®.

- NEW entries in the A-Z Main Section of this edition are:

**Constitution, constitution**

**EveryInternational®**

**FamilyLife eMentoring®**

**FamilyLife Getaway®**

**FamilyLife This Week®**

**GodTools®**

**Love Like You Mean It®**  
**Sellers, Steve and Christy**  
**U.S., United States**

- DELETED entries in the A-Z Main Section of this edition are:

**Adornaments®**  
**Art of Marriage Connect™**  
**Believe Beautifully®**  
**Epic Fortune®**  
**Ever Thine Home®**  
**senior**  
**SOON Movement®**  
**web, the**  
**webpage**  
**website**

- DELETED entries in Appendix A of this edition are:

**dead on arrival**  
**ensure/insure**  
**in regard to**  
**insure/ensure**  
**peak/peek/pique and peaked/peeked/piqued**

## MAIN SECTION (alphabetical listing)

NOTE: Entries in the Gospel of Writing Style are cast in boldface type; italics are only used for illustrative purposes. Trademark symbols ® and ™ are intentionally made to appear larger in this handbook so that you can see which is being used.

### **accent marks**

Normally, do not use accent marks or other diacritical marks in English-language stories. The marks may be used with names of people who request them or are widely known to use them, or if quoting directly in a language that uses them (revised per AP, April 2019).

### **affiliate staff members**

Do not capitalize the word *affiliate* in this usage. See **capitalizing (words unique to Cru)** entry for more information. For more on proper references to Cru staff members, see the **staff members/staff team/staff workers** entry.

Be careful in using this term — in Cru, *affiliate* and *associate* are not synonymous. An associate staff member has official status with the ministry, whereas an affiliate does not.

### **African American**

No hyphen. See AP.

### **Afro Latino/Latina**

No hyphen. A person of African and Latin American ancestry.

### **AIA®**

See **Athletes in Action®** entry.

### **AIAGear®**

### **All Star Weekend™**

### **alphabetizing**

When the first word in multiple entries is identical, refer to the second word to determine the order (for example, the movie title “Star Trek” would precede “Star Wars”). If more than the first words are identical, the same principle applies to subsequent words (for example, *Air Force Academy* would precede *Air Force One*).

When placing a list in alphabetical order, use the first word in each entry, skipping the articles *a*, *an* and *the*.

Below is an example of correct alphabetical order:

I Came to Praise Him  
I Want to Know Jesus  
In a Little While  
Innocent Children, The  
Jesus Loves Me

Here is an example of incorrect alphabetical order, disregarding the breaks between the first word and subsequent words:

I Came to Praise Him  
In a Little While  
Innocent Children, The  
I Want to Know Jesus  
Jesus Loves Me

### **American Indians, Native Americans**

See AP.

### **Antichrist**

Capitalize and do not use a hyphen when talking about the biblical figure.

### **Ao1®**

Stands for *Audience of One*. More information can be found online.

### **apostle**

Lowercase even when the word appears before a name (this is an exception to Webster's). Technically it is not a title. The same applies to the word **disciple**.

### **Apostles' Creed**

See **creeds and confessions of faith** entry for more information.

### **Area, area**

Capitalize when part of a title or official designation. One of 13 areas that comprise the Global CCCI community.

### **Area Leadership Team**

### **Area Team Leader**

One who oversees an Area Leadership Team.

### **Arrowhead Conferences and Events™**

### **Art of Marriage®, The**

The title refers to an event as well as a resource/product offered by FamilyLife®. When referring to the event or the resource/product, the name needs no italics. When referring to the manual or host guide, use italics. Upon first reference in a text, the name takes the symbol ®.

### **Art of Parenting®**

### **Ascension**

See **Resurrection** entry for more information.

### **Asian American**

No hyphen, whether used as a noun or adjective. See AP.

See the **Epic** entry for related information.

### **Asian names**

In Asian cultures, the family name is often written first, followed by the given name. For example, if Steve Douglass' name were written according to many Asian customs, it would be *Douglass Steve*.

For Korean names, the family name is always written first, and the given name is written according to the individual's preference. For example, the founder of Campus Crusade for Christ in South Korea is Kim Joon-gon, not Joon-Gon Kim, as he has been typically called (Kim is the family name).

When writing an Asian's name, find out how the individual prefers his name to be spelled and punctuated.

### **associate staff members**

Do not capitalize. Use *associate(s)* upon second reference.

See **capitalizing (words unique to Cru)** entry for more information. For more on proper references to Cru staff members, see the **staff members/staff team/staff workers** entry.

### **Athletes in Action®**

Lowercase *in*. On first occurrence, include the ® symbol. Do not hyphenate the three words (*Athletes-in-Action*).

Note correct spelling of *Athletes*. *AIA* is acceptable upon second reference. Note that *AIA* is best identified as



“the sports division” of Cru. Descriptive phrases include “Cru’s sports ministry”, and “Cru’s ministry to athletes”.

### **Audience of One™**

See **Ao1®**.

### **Augsburg Confession**

See the **creeds and confessions of faith** entry.

### **authorship**

Cru maintains a specific policy governing staff members’ participation in writing books and publishing other works. The policies cover areas such as byline credits, royalties, copyrights, etc.

To request a copy of the authorship policy, contact the General Counsel’s Office at [cclegal@cru.org](mailto:cclegal@cru.org) or by phone at 407-826-2047.

### **Better Choices®**

### **Beyond the Ultimate®**

### **Bible, biblical**

Capitalize all names for the Bible (*God’s Word, Scripture, or the Scriptures*, for example), as well as major sections (*Minor Prophets*, for example) and individual books, but lowercase adjectives referring to the Bible, such as *biblical* and *scriptural*.

See the **Scripture** entry for all other references to proper written style for Bible quotations.

For related information, see **books of the Bible** and **Epistle, Epistles** entries.

### **bibliographies**

Numerous bibliography formats exist—it sometimes seems like everyone learned their own version when writing papers at school.

To simplify the situation, and acknowledging the reality that there is no definitive format for writing bibliographies, here is the format that the Gospel of Writing Style, in the interests of accuracy and readability, has developed for its family of publications:

Books:

Last name of author, first name of author, *Title* (Location of publishing, publisher, year)

Periodicals:

Last name of author, first name of author, “Article title,” *Periodical title* (Location of publishing, publisher, issue date)

Here is a sample of how the format looks in practice:

Lewis, C.S., *The Silver Chair* (New York; Macmillan Publishing Co., Inc.; 1953)

McDowell, Josh, *Right From Wrong* (Dallas, Word Publishing, 1994)

Silver, Michael, “Prince of the City,” *Sports Illustrated* (New York; Time, Inc.; June 21, 1999)

Wooding, Dan, *Twenty-Six Lead Soldiers* (Westchester, Ill.; Crossway Books; 1987)

Note that within the parentheses, when one entry requires commas, the comma breaks become semicolons.

Also note that the periodical format for bibliographies differs from the format for endnotes/footnotes (see the **endnotes** entry for more information).

Refer to the **alphabetizing** entry for guidance on placing your list in alphabetical order.

When writing for a non-Cru publication, make sure to learn its bibliography format and conform to it, as it may differ from this one.

### **Bill Bright**

See **Bright, Bill**.

**Black(s), white(s) (n.)**

Do not use either term as a singular noun to describe a person. For plurals, such phrasing as *Black people*, *white people* is often preferable when clearly relevant. See AP. (AP update; June 2020)

**Black (adj.)**

Use the capitalized term as an adjective in a racial, ethnic or cultural sense: *Black people*, *Black literature*, *Black colleges*. See AP. (AP update; June 2020)

**Blended and Blessed®****board of directors**

Lowercase when referring to the Campus Crusade for Christ board. Exceptions to lowercase would be in corporate pieces or reports, or in headings.

**body of Christ**

Lowercase in this reference to all Christians collectively (also see the **church** entry for more information).

**books of the Bible**

Capitalize *Book* when referring to books of the Bible by their proper titles (*Book of Joshua*, for example).  
See **Epistle/Epistles** entry.

**Box of Love®, Boxes of Love®**

Product developed by the Inner City ministry of Cru. On first reference, include the ® symbol. Do not use *Bags of Love*; it is not official.

**brackets**

Generally, avoid using brackets because they detract from your copy. Only use brackets [ ] as the preferred enclosure, instead of parentheses, around information within a quote that is not part of the speaker's or writer's actual words.

Example: "They just like to sit around and gab [about issues]," he said irritatingly.

**Bridges International™, Bridges**

On first occurrence, include the ™ symbol. A ministry of Cru that reaches out to international students and scholars in the U.S. and in some other nations. *Bridges* is acceptable on second reference.

Note: When communicating about ministry to potentially hostile audiences, it would be best to refrain from mentioning the link between Bridges and Cru. Feel free to contact Bridges leaders for further guidance.

**Bright, Bill**

Do not call him *William R. Bright* except in certain formal publications—corporate pieces, annual reports and materials used overseas, for example. Refer to him as *Bill Bright* upon first mention; thereafter, refer to him as *Bill*.

In staff-only publications, *Dr. Bright* (an exception to AP style concerning the use of *Dr.*) or *Bill* is acceptable on second reference. When title identification is necessary (to establish credibility and/or identification to non-Cru audiences), use *co-founder of Cru* (or *co-founder of Campus Crusade for Christ, Inc.* in legal pieces).

See **co-founder**.

When working with a manuscript involving Bill Bright, avoid attributing contractions to him; he avoided them in his writing.

**Bright, Vonette**

In subsequent mention, refer to her as *Vonette*. When title identification is necessary (to establish credibility and/or identification to non-Cru audiences), use *co-founder of Cru* (or *co-founder of Campus Crusade for Christ, Inc.* in legal pieces).

See **co-founder**.

## **Bright Media Foundation®**

### **brown (adj.)**

Avoid using in racial, ethnic or cultural references. See AP.

### **businessmen/businesswomen**

Refer to *businessman*, *businessmen*, *businesswoman* and *businesswomen* (all one word), but refer to *business men and women* (*business and men* split into two words) when identifying a group of mixed gender. Avoid *businessperson* and *businesspeople*; *professional* is an effective alternative.

See also **layman/laywoman** entry.

### **campus ministry**

Use only in all lowercase. Cru's ministries to students and faculty are known only as Cru. So, for example, *the high school ministry of Cru* or *Cru's campus ministry* or *Cru's ministry to students* and similar such descriptive wording. Do not use *Cru Campus* or *Cru High School*. Note that the campus ministry encompasses both college/university and high school.

### **Campus Crusade for Christ®**

This is still the official name of the ministry. *Cru®* is the name of the ministry in the United States. The ministry is known by other names in other countries of the world.

If *Campus Crusade for Christ* is used in conjunction with the name *Cru*, never use the word *formerly* before *Campus Crusade for Christ*. Correct ways to write this are:

Cru (Campus Crusade for Christ)

Cru (Campus Crusade for Christ in the United States)

The ministry name is now used only in certain contexts, such as in corporate reports and legal pieces. Always use the full name upon first reference. The only acceptable abbreviation on second reference for all audiences is *Campus Crusade*, not *Crusade* or *CCC*.

On first occurrence, the name takes the registered trademark symbol after it.

Only use *Campus Crusade for Christ International* as a first reference in formal pieces, like annual reports.

### **Campus Crusade for Christ, Inc.**

This is the proper legal name of the ministry, to only be used for the annual report, financial or corporate reports, and copyright notices. Note that the legal name does not take a trademark symbol notation. That is because it is not a registered trademark. The legal name is not registered because it usually is only used in legal documents.

### **Campus Crusade for Christ International®**

On first reference, the name takes the ® symbol after it. See **Campus Crusade for Christ** entry for more information.

### **capitalizing (words unique to Cru)**

Capitalize the titles of ministry entities distinct to Cru. Here are some examples:

Big Break, Orlando Summer Mission, The Ultimate Training Camp,

Weekend to Remember, Winter Conference

In general, avoid capitalizing words that merely describe ministry events or initiatives in a generic sense — for example, *way-of-life evangelism*, *weekly meeting*, or *discipleship group*.

Whenever using such terms, whether capitalizing them or not, make sure your audience understands their meanings.

### **Catalytic**

### **chaplain, Chaplain**

Use *Chaplain* as a title before a name, even when the person is in the military (this is an exception to AP). Do not use the military abbreviation.

### **Christ follower**

A hyphen can be added to avoid misunderstanding, in a given context.

### **Christian Embassy®, D.C.**

On second and subsequent references in the same article, it is *Christian Embassy*. Note the registered trademark symbol, which is used only on first reference.

### **Christian Embassy®-United Nations**

Cru's outreach to the United Nations community. On second and subsequent references in the same article, it is *Christian Embassy-U.N.* Note the hyphen and two periods. Note also the registered trademark symbol, which is used only on first reference. (Previously known as *Christian Embassy, N.Y.*)

### **church**

Do not capitalize when referring to all Christians collectively, but do capitalize when part of a church's name.

Examples:

Local leaders met to challenge the church to return to holy living.

Local leaders challenged members of Northland Community Church to holy living.

### **cities**

Do not abbreviate the names of cities except when found inside a quote (for example, *L.A.* is incorrect).

### **class**

Do not capitalize school classes *freshman, sophomore, junior* or *senior*.

### **clichés/overused words**

It has become increasingly popular to coin one's own words. At times this is acceptable, if the "word" — though not appearing in Webster's — is printed in quotation marks to indicate that it is not truly a word and that the author knows it.

Avoid overusing words that have become jargon — lazy ways to communicate important truths about our relationship with Christ (such as *personal Savior*). Look for fresh ways to communicate these concepts.

### **co-founder**

Proper title for either Bill Bright or his wife, Vonette. Referred to together, the Brights are *co-founders*. Do not capitalize the title when used before either of their names. The term *co-founder* is now the only title for Bill. Be careful not to print dated material that still identifies him as either president or chairman of the board of Campus Crusade for Christ.

### **colleges, universities**

On first reference, give the full name of the school (*Syracuse University*, for example). Exceptions come in the *Tech, A&M* and *A&T* classifications, where the full name would only be used in formal publications (*Michigan Tech, Texas A&M* and *North Carolina A&T*, for example). Another exception involves *UCLA* and *MIT*, two schools nationally known by their initials alone.

On subsequent references to a school, use the nationally recognized shortened name of the school (example: *Syracuse University* on first reference, *Syracuse* subsequently), unless writing to an audience that would clearly understand a reference to a regionally recognized abbreviation (for example, in upstate New York, *Syracuse University* is commonly known as *SU*).

Some colleges and universities have such long, unwieldy official names that it is sometimes appropriate to use a shortened name in all references (*Cal Poly San Luis Obispo* is one example; the official title is *California Polytechnic State University, San Luis Obispo*). Use careful judgment in making such exceptions. Depending upon the context, article, publication, etc., it may be necessary to spell out the official school name, no matter how cumbersome it is.

Also, be careful to correctly identify a school that has either the same name or a similar-sounding name as another school. For example, *Northwestern University* is in Illinois, while *Northwestern College* is in Minnesota. Also, there are two schools named *Augustana College*, one in Illinois and the other in South Dakota.

### **Compassion by Command®**

On first reference include the registered trademark symbol. Connected with the Inner City ministry of Cru.

### **Compassionate Products™**

On first occurrence include the ™ symbol. Connected with the Inner City ministry of Cru.

### **composition titles**

These revised guidelines come from AP (revised April 2019).

1. Use quotation marks.

This applies to titles of books, movies, plays, poems, albums, songs, operas, radio and television programs, lectures, speeches, and works of art.

Exceptions are the Bible, the Quran and other holy books. Other exceptions are catalogs or reference material, almanacs, directories, dictionaries, encyclopedias, gazetteers, handbooks, and similar publications.

Do not use quotation marks around such software titles as Norton or Quicken; apps; or around names of video, online or analog version of games: FarmVille, Pokemon Go, The Legend of Zelda, Monopoly.

2. Capitalize all words in a title except articles (*a, an, the*); prepositions of less than four letters (*for, of, on, up, etc.*); and conjunctions of less than four letters (*and, but, for, nor, or, so, yet, etc.*) unless any of those start or end the title.
3. Capitalize prepositions of four or more letters (*above, after, down, inside, over, with, etc.*) and conjunctions of four or more letters (*because, while, since, though, etc.*)
4. Capitalize both parts of a phrasal verb: “What to Look For in a Mate”, “Turn Off the Lights in Silence.” But: “A Life of Eating Chocolate for Stamina”, “Living With Both Feet off the Ground.” (Note the different uses of *for* and *off*, and thus the different capitalization, in the above examples.)
5. Capitalize *to* in infinitives: “What I Want To Be When I Grow Up.”

Follow the rest of the AP guidelines in their *Composition titles* entry for writing such titles.

Magazine and newspaper names are neither italicized nor placed in quotes in regular text. See **magazine names** for more.

Titles of **tracts** are not italicized nor placed in quotes.

### **conference names**

In order to maintain consistency throughout the movement, apostrophes should not be used for abbreviated conference dates (*Cru15, EXPLO 85* and *KC 83*, for example).

### **Connection**

The current name of the newsletter from the Office of the President of Cru to staff members and alumni (not *Connections*).

### **Constitution, constitution**

Capitalize when writing the formal name of any country’s constitution. Capitalize “constitution” without a country-name modifier only on second reference (and when it’s absolutely clear you’re referring to a specific country’s constitution). Lowercase any general references that stand alone and are not attributed to specific countries. This is an exception to AP.

Examples:

- The Constitution of Belgium was established in 1831.
- The U.S. Constitution contains the Bill of Rights. The U.S. president said he would uphold the Constitution.
- The Constitution of Finland lays out the fundamental rights of Finnish citizens; an updated draft of the Constitution went into effect in 2000.
- Many countries have amended their constitutions over the years.

### **copyrighted material (usage)**

Consult the appendix in AP called “Copyright Guidelines” for direction on determining the appropriateness of using copyrighted material in your particular work.

In general, using such material is permitted if the use does not detract from the copyright holder’s potential market for that copyright. For example, quoting a small portion of a copyrighted work is generally acceptable under the “fair use” doctrine of copyright law. However, make sure to use only as much material as is necessary, and do not use any copyrighted material in a way that affects its value to the copyright holder.

### **Creating Options Together™**

On first occurrence include the ™ symbol. Connected with the Inner City ministry of Cru.

### **Creation**

See **Resurrection** entry for more information.

### **creeds and confessions of faith**

Capitalize all usages (*Apostles’ Creed*, *Augsburg Confession* and *Nicene Creed*, for example).

### **Cross, the**

Uppercase when referring to the event (see **Resurrection** entry for more information); lowercase when referring to the object upon which Christ was crucified.

Example:

Jesus died on the cross.

The Cross was a defining moment in Jesus’ earthly ministry.

### **CrossRoads**

Spelled as one word. Note the letter *R* that is capitalized.

### **Cru®**

The name for our movement in the U.S. (The new name was announced at CSU in July 2011. The change to actually using *Cru* happened in late May 2012.)

Note that in written and printed body copy, the initial letter *C* is capitalized. However, in the Cru logo, the wordmark is spelled in all lowercase letters.

Our entire Cru logo, both the wordmark and the cross, is trademarked and uses the ® symbol. The name *Cru* is also trademarked, but on internal documents it is not necessary to use the ® symbol. On first occurrence in external documents, include the ® symbol after the name.

For more information about our name and logo, the tagline, how to use the logo, etc., go to the Staff Web and refer to the Cru Style Guide.

If *Cru* is used in conjunction with the name *Campus Crusade for Christ*, never use the word *formerly* before *Campus Crusade for Christ*. Correct ways to write this are:

Cru (Campus Crusade for Christ)

Cru (Campus Crusade for Christ in the United States)

Cru’s various ministries to students, faculty and other segments of society are known only as *Cru*. So, for example, “the high school ministry of Cru” or “Cru’s ministry to students” or “Cru’s ministry in the inner city” and similar descriptive wording.

When writing an article about a Cru ministry event or activity in another country, if our movement goes by

another name in that country, then reference Cru.

Examples:

Petra and Hrvoje are staff members with Fokus (as Cru is known in Croatia).

Lucile interned with Agapé, the name for Cru in Europe.

Ala and Gosia were the first two Poles to become staff members of what is now called Mt28 (as Cru is known in Poland).

Phillip serves with Life Ministry Zimbabwe (as Cru is known there).

Occasionally you may need to mention to your audience that the name Cru is not an acronym.

### **Cru15, Cru17, etc.**

The name of Cru's U.S. Staff Conference held every other year in July (in previous years referred to as *CSU*). There is no space between the name and the abbreviated year.

See **staff training**.

### **Cru City**

### **Cru Coaching Center**

On subsequent occurrence, use *Coaching Center*. Do not use *CCC*.

### **Cru Foundation™**

Formerly known as *The Great Commission Foundation of Campus Crusade for Christ*. On first occurrence, use the ™ symbol.

### **Cru Global®**

### **Cru Military®**

On first reference include the ® symbol. A division of Cru. You can succinctly describe it as "Cru's military ministry" or "Cru's outreach to the military" or "Cru's ministry to armed-services personnel."

### **Cru Press®**

### **Cru Storylines®**

A digital publication of Cru, launched in August 2017. Include the ® symbol at the end of it upon first occurrence. Per AP, similar to magazine and newspaper names, neither italicize nor place the name within quotation marks.

### **Crucifixion, the**

See **Resurrection** entry for more information.

### **CSU**

Do not use as a reference to the staff conference held every two years. See **Cru15, Cru17**, etc.

### **dash**

Designated in typed copy as one long dash (—) and known in publishing as an *em dash*. Always used by AP. Per AP, "put a space on both sides of a dash in all cases except the start of a paragraph and sports agate summaries." Think of the dash as a stand-in for a word, and we place a space on both sides of a word.

Example of long em dash: John raised \$500 in new monthly support — well short of the goal that Ellis helped him set.

Do not confuse a dash with a hyphen. Per AP "hyphens are joiners. Use them to avoid ambiguity or to form a single idea from two or more words." Refer to AP's entry on *hyphen* and/or to Webster's punctuation section on *hyphen* for more explanation and for examples.

Be careful when using these dashes, especially in the body of e-mail, because some computers don't

translate them properly; sometimes, for example, they end up becoming carets (<, >). An alternative is to use a double hyphen with spaces on either side to create a dash.

## **Design Movement™**

### **Destino Movement®, Destino®**

In practically all communications it is sufficient to use *Destino*. (Exceptions would be in formal or legal pieces.) On first occurrence include the ® symbol. Latino outreach of Cru’s campus ministry in the U.S. On subsequent reference use *Destino*.

### **devil**

Always lowercase; capitalize *Satan*.

### **Digital Strategies**

One of Cru’s five global strategies; the other four are **Global Church Movements**, **Jesus Film Project®**, **Leader Strategies**, and **Student-Led Movements**.

If you were to write about several specific instances or local organized efforts, then the two words would be all in lower case: *digital strategies*.

### **disciple (noun)**

Lowercase even when the word appears before a name. Technically it is not a title. The same applies to the word **apostle**.

Avoid identifying someone with this term in the biblical sense unless referring to one of Jesus’ disciples.

### **disciple (verb)**

Avoid using as a verb — the word does not communicate clearly as such even to many Christians.

Example: Tori loves to disciple students at Cal Poly.

It’s better to use verb constructions such as “train in their faith,” “teach basic principles of Christian living,” “mentor,” “coach” and so forth, even if it requires using more words, so that the precise meanings of personal discipleship activities can be captured and thus communicated accurately to individuals who don’t understand the concepts.

### **discipleship**

See **evangelism and discipleship** for more information.

### **Douglass, Steve and Judy**

Note that Steve’s last name has two “s”es, not one. When referring to Steve and Judy in the plural sense, they are the *Douglasses*. The singular possessive form of their last name is *Douglass’*. The plural possessive is *Douglasses’*.

Examples:

The Douglasses have three children.

The young Steve Douglass’ first dream was to be a basketball star.

The Douglasses’ friends are quite proud of them.

Do not call Steve *Stephen B. Douglass* except in certain formal publications — such as corporate pieces, annual reports and materials used overseas. Refer to him as *Steve Douglass* upon first mention; thereafter, refer to him as *Steve*.

After Steve Sellers assumed the presidency in October 2020, Steve Douglass would be identified as *former president* or *past president*.

When title identification is necessary for Steve Douglass, (to establish credibility and/or identification to non-Cru audiences), add *former president* or *past president of both Campus Crusade for Christ and Cru* (or *Campus Crusade for Christ, Inc.* in legal pieces).

Steve should not be referred to as *Dr. Douglass* in written communication. He can be introduced verbally,



when appropriate, as *Dr. Douglass*. His doctorates are honorary.

If you are writing about both Steve Douglass and Steve Sellers in the same article, refer to them by their last names to distinguish between the two Steves in subsequent mentions.

See **President, president** entry.

## **DRIME®**, **Disciples Ready in Mobile Evangelism®**

### **dual heritage**

No hyphen (AP change in 2019 from previous style) for terms such as *African American*, *Asian American*, and *Filipino American*.

### **Easter**

Writing *Easter Sunday* is redundant, because Easter is always celebrated on Sunday.

### **El Arte del Matrimonio®**

The Spanish-language version of FamilyLife's **The Art of Marriage®**.

### **ellipsis ( ... )**

In general, treat an ellipsis as a three-letter word, constructed with three periods and two spaces (a space before the three periods and a space after it), as shown here. For other guidelines, follow AP.

When quoting from a book or article and omitting the first part of a sentence, do not capitalize the word following the ellipsis unless the word would normally be capitalized or unless it starts the sentence.

Example: When Scripture says, "... that you may know that you have eternal life" (1 John 5:13), it is talking about assurance of salvation. On the other hand, "... Christ died for us" (Romans 5:8) refers to the essence of salvation itself. "... All have sinned and fall short of the glory of God" (Romans 3:23), of course, refers to our sinful nature.

### **endnotes**

As with bibliographies (see the **bibliographies** entry), numerous endnote formats exist. To simplify the situation, and acknowledging the reality that there is no definitive format for writing endnotes, here is the format that the Gospel of Style, in the interests of accuracy and readability, has developed for its family of publications:

Books:

Name of author, *Title* (Location of publishing: publisher, year), page number(s)

Periodicals:

Name of author, "Article Title," *Publication*, issue date, page number(s)

Web site:

List the full address (URL in computer lingo) where the quotation appeared; only use *http://* if *www.* is not part of the address.

Upon second reference to a work in a listing:

Last name of author, op. cit., page number(s)

Upon referring to the same work in the entry immediately following it:

Ibid., page number(s)

Here is a sample list of endnotes:

1. W.M. Douglas, *Andrew Murray and His Message* (London: C. Tinling & Co., 1926), p. 54.
2. J. du Plessis, *The Life of Andrew Murray of South Africa* (London: Marshall Brothers, Limited; 1919), p. 535.
3. [www.intouch.org/INTOUCH/portraits/andrew\\_murray.html](http://www.intouch.org/INTOUCH/portraits/andrew_murray.html).
4. Douglas, op. cit., p. 125.
5. Ibid., pp. 87-89.
6. du Plessis, op. cit., p. 465.
7. Charles Colson, "Christian World View," *Jubilee*, December 1990, p. 7.

Note that within the parentheses, when one entry requires commas, the comma breaks become semicolons. Also note that the periodical format for endnotes differs slightly from the format for bibliographies (see the

**bibliographies** entry).

When placing the endnote numbers within the body of the main text, raise the number above the rest of the line (let your eye be your guide), decrease the font size and place the number after any punctuation mark except a dash.

Example: He never believed in Marxist ideology,<sup>1</sup> but later in life he became increasingly fond of the principles of communism.<sup>2</sup>

When writing for another publication, make sure to learn its endnotes format and then conform to it, as it may differ from this one.

**enemy, the**

Avoid using in reference to Satan (see **clichés/overused words** entry), unless it is in a broader, more clearly explained context (*the enemy of our souls*, for example). When used, do not uppercase *enemy*.

**Epic Movement®**, **Epic**

A Cru ministry focused on reaching out to Asian American students and faculty members. On first reference include the ® symbol. *Epic* upon subsequent references. Note there is no use of the article *the* before *Epic Movement* or *Epic*.

**Epistle/Epistles**

Capitalize when referring either to the section of books in the Bible written by one of the apostles, or when referring to one of the books in the section.

Example: Paul wrote some of his Epistles while in prison.

Example: Note how many times the phrases “in Christ” and “in Him” appear in the first chapter of the Epistle to the Ephesians.

Lowercase otherwise.

Example: That last epistle Erik wrote really shook up the congregation.

See **books of the Bible** entry.

**etc.**

This means *and so on*. Generally, avoid using it except in quoted matter. When you do include it in a series, precede it with a comma and do not use *and* before it.

Example: I like Newsboys, Steven Curtis Chapman, Rebecca St. James, etc.

**Ethnic Ministry Fund, EMF**

Use *EMF* on subsequent occurrence.

**evangelism and discipleship**

Note the order of the two words—in ministry, evangelism usually precedes discipleship. Make sure your audience understands the meaning of these words; in Cru, many words have become jargon.

**EveryAthlete®**

**EveryCampus®**

**EveryInternational®**

**EveryStudent.com®**, **everystudent.com®**

**EXPLO 72, EXPLO 74, EXPLO 85**

These conference names are written in all capital letters. See **conference names** entry for more information.

**Faculty Commons®**

Name of Cru's ministry to university faculty and staff members. Used in all occurrences. Do not use *FC*. On first occurrence, the ® symbol accompanies the name.

**Faith and Law Around the Globe®**

On subsequent reference, you can use *FLAG*.

**Fall, the**

See **Resurrection** entry for more information.

**FamilyLife®**

Notice there is no space between the two words in the name of Cru's ministry to families. Upon first reference, the registered trademark symbol accompanies the name.

**FamilyLife Blended®****FamilyLife eMentoring®****FamilyLife Getaway®****FamilyLife Publishing®****FamilyLife This Week®****FamilyLife Today®****FamilyLife's Art of Parenting®****fellowship**

Do not use as a verb. Even as a noun, it's better to find another word or phrase to describe the concept so as to avoid jargon.

**Fellowship of Christian Athletes®**

Spell out on first reference. *FCA* is acceptable on subsequent references. On first occurrence, include the ® symbol.

**FLAG**

See **Faith and Law Around the Globe®** entry.

**Flood, the**

See **Resurrection** entry for more information.

**follow up, follow-up**

*Follow-up* is a noun or adjective; *follow up* is used as a verb. These expressions are somewhat overused in Cru circles and often misunderstood by the average Christian. Make sure your audience understands the meaning of these terms.

**“Following JESUS”**

A follow-up film series. Note that *JESUS* takes all caps because it is referring to the film “JESUS”.

**footnotes**

See **endnotes** entry for a recommended format; footnotes go at the bottom of the page to which they refer, whereas endnotes go at the end of the work (make sure you follow the format of the publication for which you're writing).

**foreign words**

If a word has not been officially accepted into the English language, per AP place it in quotation marks and provide an explanation.

Example: The speaker compared Soviet-era glasnost to “wa,” the Japanese concept of cultural harmony.

**founder**

See **co-founder**.

**Four Spiritual Laws booklet**

Do not italicize the title nor place it inside quotation marks. The full, official title is *Have You Heard of the Four Spiritual Laws?* Normally, use *Four Spiritual Laws booklet* on first reference; *Four Spiritual Laws* is acceptable upon second reference. *Four Laws* is only acceptable for staff-only audiences. Capitalize references to sections of the booklet (*Law Two*, for example).

On first reference to the title of a variation of the Four Laws, use the full title, as with the *Would You Like to Know God Personally?* booklet.

**freshman**

Lowercase when referring to the school class.

**Freshman Survival Kit(s)**

Uppercase when identifying this evangelistic strategy used on the college campus. *Kit* is acceptable on second reference. *FSK* is an internal acronym best avoided in outside printed matter. Make sure to differentiate these from similar tools used by other Cru ministries, such as the *Student Survival Kit* used with high school students.

Example: We passed out 1,000 Freshman Survival Kits. The Kits were well received.

**Frontier Ventures**

See **U.S. Center for World Mission**.

**GAiN®**

See **Unto®**.

**gender**

See **sexism** entry.

**Genesis Project®****girl**

See **sexism** entry.

**Global Aid Network®, GAiN®**

See **Unto®**.

**Global Church Movements, GCM**

*GCM* on subsequent occurrences. The name of the VP division of Cru that plants churches and trains people to plant churches. It is one of Cru’s five global strategies; the other four are **Digital Strategies**, **Jesus Film Project®**, **Leader Strategies**, and **Student-Led Movements**.

*Multiplying Churches and Communities*, commonly referred to as *MC<sup>2</sup>*, is the primary training package offered by GCM. It is pronounced “MC squared”.

The U.S. GCM ministry goes by *Cru Church Movements*. Their website is [churchmovements.com](http://churchmovements.com).

**Global Short Film Network**

Use *GFSN* on second reference.

## **God**

Capitalize names or titles directly identifying any of the three Persons of the Trinity, such as *the Almighty, Alpha and Omega, Comforter, Lamb of God, Master and Redeemer*.

(The following is new, beginning with the April 2020 edition of GWS:) It is not necessary to capitalize personal pronouns referring to God — such as *He, Me, Thee, Thou, and You* — or possessive pronouns referring to God — such as *His, Thy, Thine, Yours and Mine*.

Such non-nouns as *who, whom* and *whose* are also lowercase when referring to God.

When quoting from Bible versions that do capitalize pronouns referring to God (e.g., NASB or NKJV), you may leave them as is within the quotation and not change them to lowercase.

When attributing words to God, avoid introducing them with “God said” — that would imply that the words carry equal weight with Scripture, or that God spoke in an audible voice in a case when He did not. Better to say something like “I sensed God saying” or “God seemed to be saying.” Then write the actual words in italics so as not to leave the wrong impression.

See **Scripture** entry for more information.

## **GodTools®**

Name of the app.

## **good news**

Lowercase when referring to the message of Christ.

See **gospel, Gospel(s)** entry.

## **gospel, Gospel(s)**

Lowercase when referring to the message of Christ, but capitalize when referring to any or all of the first four books of the New Testament

Example: He presented the gospel while keeping his Bible open to the Gospel of John.

The presence or absence of capitalization helps confirm the meaning you’re using.

The word *gospel* might mean a variety of things to different people and therefore lose its meaning. Avoid usage of *gospel* by itself with non-staff audiences. Either include a brief description with the word or, even better, replace *gospel* with a descriptive phrase in place of it.

Examples:

Many people heard the good news about Jesus that night.

The speaker presented the message of God’s redeeming love in Jesus.

Sally Student told Agnes Agnostic about how to become a Christian.

## **GPS for the Woman of Purpose®**

### **Great Commission**

Some Christian audiences may not have a clear understanding of the term; make sure your audience understands its meaning before using it (*Christ’s Great Commission to make disciples in all nations* is an example of a possible clarifying phrase).

### **Great Commission Training Center**

*GCTC* upon second reference.

## **guy/gal, boy/girl, man/woman**

Make sure your construction is parallel when using these pairs of phrases. Avoid using *guy* and *gal* except in casual contexts and in quoted matter—it may also be appropriate, though, to use *guy* when referring to college-age men. Otherwise, as a rule of thumb, anyone under 18 is a boy or girl; those 18 and older are men and women.

## **he/she/they**

See **sexism** entry.

**headlines**

Only the first word and proper nouns are capitalized. Exception: First word after a colon is always capitalized in headlines. See AP for more details. Note that rules for headlines differ from **composition titles**.

**headquarters**

See **world headquarters**.

**Heart & Sole®**

Connected with the Inner City ministry of Cru. On first occurrence, use the ® symbol. Do not confuse with *Heart & Sole Shoes*; the Heart & Sole Shoes Company claims that trademark.

**heaven, heavenly**

Lowercase except when using *heavenly* as part of a title for God, such as *Heavenly Father*, or when part of a formal title.

Example: Movie critics hated “Heaven’s Gate”.

**hell**

Lowercase except when part of a formal title.

Example: Music critics liked the “Hell Freezes Over” album.

**help build spiritual movements**

See **help fulfill the Great Commission** entry below.

**help fulfill the Great Commission**

Note *help*. The word *help* is important to include when referring to many of our ministry activities. It emphasizes the fact that it is not our work alone. It leaves the meaning open to include the work of the Holy Spirit, Cru’s partnerships with other ministries, and the work of other entities within the body of Christ.

The same principle applies to other ministry activities, especially those closely associated with Cru, such as *spiritual movements*, for example.

**help lead to Christ**

When referring to a person’s role in the process of another becoming a Christian, it’s better to say the person *helped lead* the other to Christ rather than they *led* him to Christ. This emphasizes the ultimate role of the Holy Spirit, as well as the work of other people, in drawing people to faith in Christ.

**Here’s Life**

When using this ministry-title construction (*Here’s Life Inner City*, for example), do not use commas in the title, whether referring to either a current title or a defunct title (*Here’s Life America*, for example).

**Here’s Life Inner City®**

See **Inner City**.

The name *Here’s Life Inner City* is still used in certain cases. Note there is no comma after *Life*. On first reference, the name has the registered trademark symbol. Use *HLIC* upon second reference. On first occurrence of *HLIC*, include the ® symbol.

**Hispanic/Latino**

Americans of Latin descent have differing preferences on how they’re identified. Always seek to use the phrase most preferred either by your specific audience or by the person being identified. Use a specific identification when possible, such as Cuban, Puerto Rican or Mexican American.

**Holistic Hardware**

A faith-based program for life skills offered by the Inner City ministry of Cru.

**holy**

Always lowercase when using as an adjective in the construction *holy God*.

### **Holy Spirit**

Always capitalize when referring to the third Person in the Trinity.

See **God** entry for more information.

### **Holy Spirit booklet**

This shortened version of the booklet titled *Have You Made the Wonderful Discovery of the Spirit-filled Life?* should only be used with staff-only audiences. For general audiences, to avoid cumbersome references to the full title, identify the booklet with phrases like “a booklet explaining the Spirit-directed life.”

See **Satisfied?** entry for more information.

### **home page**

Two words; not one (*homepage*).

### **HomeBuilders**

Now called **The Art of Marriage®**. This is FamilyLife’s small-group Bible-study series for married couples.

### **how-to (adjective), how to’s (noun)**

### **however**

As a general rule, use in the middle of a sentence rather than at the beginning or end.

Example: Some staff members think recruiting is harder than it used to be; however, I’m not sure about that.

### **Huevitos de Resurrección®**

The Spanish name for FamilyLife’s **Resurrection Eggs®**.

### **hyphen (-)**

Hyphens join; dashes separate. Use hyphens to avoid ambiguity or to form a single idea from two or more words. See AP for more on hyphens. (Revised per AP, April 2019.)

Also, use the appropriate key on your keyboard to make a hyphen.

### **I Still Do®**

### **IBS**

See **Institute of Biblical Studies, The**.

### **illustration and photo credits**

Always include a trademark symbol ® or ™ with a Cru name that takes one when that name appears in an illustration or photo credit. The exception would be if the word *Copyright* or the copyright symbol © appears with the name. Then the trademark symbol is not added. Insert a space between the © symbol and the name of the copyright owner that follows.

### **Immanuel**

See **God** entry for more information.

### **Impact®**

The conference for students of African descent sponsored by The Impact Movement® and known as *Impact(year)* — as in *Impact16*. Note there is no space in the conference name between *Impact* and the last two digits of a given year. On first occurrence, include the ® symbol.

See **Impact Movement®, The**.

### **Impact Movement®, The**

Upon first occurrence, include the ® symbol. A partnering organization launched by Cru, The Impact Movement is Cru's partner for outreach to students of African descent. Note the initial letter in *The* is always capitalized. On subsequent occurrence, you can use *Impact*.

See **Impact®**.

### **Incarnation**

See **Resurrection** entry for more information.

### **index card**

The phrase *3x5 card* is acceptable. For other sized cards, follow AP guidelines for dimensions.

### **Indigenous (adj.)**

In reference to original inhabitants of a place. Capitalize. (AP, June 2020)

### **Indigitous®**

### **Inner City**

Formerly known as **Here's Life Inner City®**. When referring to this ministry, you can write *Cru Inner City* or *the Inner City ministry of Cru* on first reference to show it is a member of Cru.

The name *Here's Life Inner City* is still used in certain cases. Note there is no comma after *Life*. On first reference, the name has the registered trademark symbol. Use *HLIC* upon second reference. On first occurrence of *HLIC*, include the ® symbol.

### **Institute of Biblical Studies, The; IBS**

On subsequent occurrence, you can use *IBS*.

### **International Headquarters**

See **World Headquarters** entry.

### **International Internship**

Term now used by Cru's campus ministry instead of **STINT**.

### **International Leadership Foundation™**

### **International Orality Network®**

### **International School of Theology**

*IST* upon second reference, not *ISOT* or *International*.

### **International School Project**

Use *ISP* upon second reference.

### **InterVarsity Christian Fellowship®**

*InterVarsity®* or *IVCF* is acceptable upon second reference. *IV* is not an acceptable abbreviation.

### **iShare®**

### **Jehovah**

See **God** entry for more information.

### **Jesus Film®**

It serves as a shortened version of the ministry name **Jesus Film Project®**. Include the ® symbol on first reference. *Jesus Film* can be used sparingly for variety throughout Jesus Film Project® ministry publications.



*Jesus Film Project* should still be used for the majority of the publication and always on first reference to the ministry name. Please make sure it will not be confused with the “JESUS” film when both are used in a sentence. Do not use *Jesus Film* as a substitute for the name of the film “JESUS.” Do not include the article *The* as part of the organization’s name anymore.

Editor’s recommendation: The above applies only to those staff in the ministry Jesus Film Project®. If you are not part of that ministry, then it is best to only use the name *Jesus Film Project*® when referring to that ministry.

### **“JESUS” film, the**

When referring to the film, the word “film” is lowercased, and the film title “JESUS” is placed in quotation marks (revised per AP entry on **composition titles**). As for referring to “JESUS” film teams, *film* and *teams* are both lowercased.

### **Jesus Film® app**

#### **Jesus Film Project®**

(In use since April 2016.) When referring to the ministry entity, *Jesus* is no longer in all caps, and it still does not take italics or quotation marks. The article *The* is no longer part of the entity’s name. On first reference to the ministry, use the symbol ®.

#### **Jesus Film® staff/staff member(s)**

An abbreviated form of *Jesus Film Project staff* or *Jesus Film Project staff member(s)*.

But: “JESUS” film team, “JESUS” film ministry workers, “JESUS” film volunteers.

Note that reference to the film’s title is placed in quotation marks, whereas when referencing the ministry entity *Jesus Film*, the ministry’s name does not use quotation marks nor is it italicized.

On first occurrence, use the ® symbol.

#### **“JESUS” film team(s)**

Note that *film* and *team* or *teams* are lowercased.

#### **Jesus Film Mission Trips®**

An initiative by Jesus Film Project® to send teams of short-term missionaries to the least-evangelized parts of the world. When referring to a particular team endeavor, it is *Jesus Film mission trip*.

Use the symbol ® after the name on first occurrence.

#### **JESUS Film Master Studio**

An acceptable alternative on first reference is the *Master Studio of Jesus Film Project*. On second reference, the *Master Studio* is acceptable.

#### **“JESUS: Fact or Fiction?”**

When referring to this interactive DVD that also includes the complete original “JESUS” film, the entire title is placed within quotation marks. Note that “JESUS” takes all caps because it is referring to the film “JESUS”.

#### **“The JESUS Film”**

The title of the remastered, high-definition, Blu-ray version.

#### **“JESUS” video**

As with the film, when referring to the video, the word “video” is lowercased. Follow the above rules for “JESUS” film.

#### **Josh McDowell**

Except in formal publications, it is always acceptable upon second reference to refer to him as merely *Josh*, but only acceptable on first reference with staff-only audiences in casual contexts.

### **Josh McDowell Ministry™**

Official name of his ministry, headquartered in Dallas. On first reference, include the ™ symbol. Note there is no use of *the* preceding the name, as in *Thank you for your partnership with Josh McDowell Ministry, a Cru ministry*; and *Ministry* is singular. *JMM* is acceptable upon second reference.

### **King of kings**

Lowercase *kings* to distinguish between earthly ones and the heavenly King. See **God** entry for more information on capitalizing the names of God.

### **kingdom**

Do not capitalize even when referring to the kingdom of God.

### ***koinonia***

Place in quotation marks (it's a foreign word), but do not capitalize. Always define the word when used.

### **Koran**

See **Quran**.

### **Korean names**

See **Asian names** entry for more information.

### **lady**

See **sexism** entry.

### **Lake Hart**

Acceptable on second reference to Cru's world headquarters when communicating with staff members and people acquainted with Cru, such as ministry partners, students involved with Cru, etc. *Lake Hart* is the headquarters' "nickname."

Example: Thousands of visitors come to Cru's World Headquarters at Lake Hart each year. The staff members at Lake Hart welcome them all.

See **world headquarters** entry for more information.

### **Lake Hart Stint**

The acronym *LHS* may only be used on subsequent reference, and only with a staff audience.

### **Last Supper, the**

Note that the article *the* is in lowercase. See **Resurrection** entry for more information.

### **layman/laywoman**

See **businessman/businesswoman** entry — the same principle applies both here and there.

### **Leader Strategies**

One of Cru's five global strategies; the other four are **Digital Strategies**, **Global Church Movements**, **Jesus Film Project®**, and **Student-Led Movements**.

### **LeaderImpact™**

Spelled as all one word. On first occurrence use the ™ symbol.

### **leading someone to Christ**

See the **help lead to Christ** and **salvation decisions** entries for clarification of issues related to accurately communicating the act of becoming a Christian, another person's role in that act, and the Holy Spirit's role.

## Legends of the Hardwood®

## Lifelines™

### Lifelines Outdoors™

This is the official name. But for usual communications, use **Lifelines™**.

### lists

When listing statistical information, use either ascending or descending order (being consistent throughout the document) when referring to numbers of objects (such as pieces of Jesus Film Project® equipment). However, list statistics in order of logic when there's an associated timeline or sequence of events (i.e., the number of "JESUS" film showings should come before the number of people who indicated decisions to accept Christ or the number of churches that were planted — even if that list doesn't follow ascending/descending order).

#### ➤ Bulleted information

Bullets may or may not be introduced by a colon. Each separate entry should be capitalized and ended with a period, with the exception of a list made up of single words.

Example:

Cru has three distinct goals:

- Win people to Christ.
- Build them up in their faith.
- Send them out to win and build up others.

#### ➤ Displayed lists

The introductory statement may or may not end with a colon. Each separate entry should be capitalized and ended with a period. When the introductory statement is grammatically complete, no periods are needed, and you can omit the use of a bullet symbol or number.

Example:

Our office needs supplies by Monday

Pencil sharpener

10 clear rulers

Reference books

250 pink highlighters

#### ➤ No periods are needed after people's names in a displayed list of names.

Example:

Speakers who have agreed to appear at this conference include:

Molly Copeland

Dr. Norman Crow

Darcy Larson, M.Div.

Lisa Maria Mastro

## Living With Eternal Intentionality®

### Lord of lords

Lowercase *lords* to distinguish between earthly ones and the Lord Jesus Christ. See **God** entry for more information on capitalizing the names of God.

### Lord (or, sometimes, LORD in some Bible versions)

Leave the word as it is printed in the text to preserve its meaning.

## Love Like You Mean It®

### **magazine names**

Capitalize the initial letters of the name, but do not italicize the name or place it in quotes. Lowercase the word *magazine* unless it is part of the publication's formal title — *LEGO® Life Magazine*, but *Time* magazine. Check the magazine's masthead if in doubt.

### ***Magdalena: Released From Shame*** (for international use only)

The film title takes all italics (or it can be written in regular font within quotation marks if there is a risk of italics being erased in electronic data transfer). The abbreviated form *Magdalena* is acceptable in subsequent occurrences.

### ***Magdalena: Through Her Eyes*** (for U.S. use only)

The film title takes all italics (or it can be written in regular font within quotation marks if there is a risk of italics being erased in electronic data transfer). The abbreviated form *Magdalena* is acceptable in subsequent occurrences.

### **Mapfactory®**

### **McDowell, Josh**

Except in formal publications, it is always acceptable upon second reference to refer to him as merely *Josh*, but only acceptable on first reference with staff-only audiences in casual contexts.

See **Josh McDowell Ministry** entry for more information.

### **Medical Strategic Network**

### **Messiah**

See **God** entry for more information.

### **Military Ministry**

Now known as **Cru Military®** in the U.S. (refer to that entry). The name *Military Ministry* is how Cru Military is known outside the U.S.; Military Ministry is considered the international ministry of Cru Military.

### **Ministry/Office/Department**

The word *Ministry* is capitalized only when that word is part of an official title.

Example: Josh McDowell Ministry

The same rule applies for offices or departments. Only capitalize the words *Office* or *Department* when they are part of the official name.

### **ministry brochures and letterheads**

Any brochure describing an individual ministry of Cru must include a line explaining that ministry's relationship to Cru.

No incorporated ministry may be affiliated with Cru except as cleared by the General Counsel's Office, and no new ministry name may be adopted in connection with receiving contributions or selling materials unless it is cleared by the General Counsel's Office. The office can be reached via email at [ccclegal@cru.org](mailto:ccclegal@cru.org) or by phone at (407) 826-2047.

Individual ministries that have developed their own logos and letterhead stationery must include on that letterhead some identification of affiliation with Cru.

### **ministry names**

For an up-to-date list of names of Cru ministries, go to Cru's public website, [www.cru.org](http://www.cru.org). On the home page, click on the link *Communities* to view the list.

### **ministry partner**

Preferred term, instead of *supporter*, when referring to an individual who contributes financially to Cru in

general, a specific ministry or an individual staff member. This emphasizes the direct role such an individual plays in helping fulfill the Great Commission.

### **Ministry Partner Development® , MPD®**

Now the preferred term for what was formerly known as Support Team Development. For general audiences, avoid using the term except in reference to the national Cru department directed by Ellis Goldstein. For staff-only audiences, *MPD®* is acceptable on second reference. Note that *MPD®* takes the ® symbol on first occurrence.

See also **ministry partner** entry for more information.

### **ministry titles (positions)**

Do not abbreviate, except within Cru ministry circles and only after introducing the title spelled out. Do not capitalize except in formal ministry publications, like the annual report, or in formal contexts, like book covers or invitations.

Examples: campus team leader, area team leader

When possible, replace with an explanatory reference to the title.

Example: John directs Cru at UCLA.

### **mission, mission work**

Singular when referring to worldwide evangelism and discipleship, not plural (*missions*). This emphasizes the ultimate singularity of purpose among everyone involved in making Christ known around the world, regardless of organizational affiliation. See *Webster's* for other definitions of *mission*.

### **missions**

Use the “s” letter at the end of this word when referring to a group of buildings, a department or more than one mission agency.

Example: The missions department at our church is offering the Perspectives course.

### **Momentum Europe®**

### ***More Than a Carpenter***

Josh McDowell's evangelistic book.

### **movement**

Take care to explain the term if necessary, though, so as not to confuse the reader with Cru jargon.

Also make every effort to emphasize that Cru has a movement mentality, which is a distinct feature of its organizational identity. Organizations are often stereotyped as bureaucratic and not spontaneous. To address this stereotype, Cru prefers to call itself a movement, emphasizing the desire to be spontaneously motivated by the Spirit of God.

“I would rather that the Lord withdraw His blessing from this ministry altogether and see the ministry terminated than for us to ever become just an organization where everybody works perfunctorily performing his individual tasks,” Bill Bright once said. “Unless the Spirit of God is upon a man or a movement, nothing of value happens for the glory of God.”

Because one of Cru's slogans is now *building movements everywhere*, try to avoid cliché usage by describing the meaning of the word in our context whenever there is any doubt about the audience's understanding.

### **movie titles**

See **composition titles** entry for more information.

### **MPD®**

See **Ministry Partner Development®**.

### **MPDX®**

Use ® symbol on first occurrence.

### **Muslim**

Correct spelling — preferred over *Moslem*.

### **names**

When writing a person's name, we typically give the first and last name on first occurrence. But on subsequent occurrences, in our style we refer to the person by his or her first name only. This is an exception to AP. However, it is fine if your editor decides otherwise, using the person's last name only. Only be consistent.

### **Nardine Productions®**

### **national**

Preferred reference to an Indigenous citizen of a foreign country.

Example: We hope to recruit more nationals to join our staff team in Ghana.

This is a different definition of *national* than the one in AP. *Native* carries derogatory meaning in many cultures.

### **national office**

See **capitalizations** entry for more information.

### **Nations®**

Cru's ministry to Native American students and faculty. **Nations** can be used in almost all instances. On first occurrence, include the ® symbol.

### **Nations Movement®, Nations®**

Though it is the official name of Cru's ministry to Native American students and faculty, it is seldom used, except in such cases as in official or legal communications. On first reference include the ® symbol. *Nations* can be used in almost all instances. See **Nations®**.

### **native**

See **national** entry for more information. Additionally, see usage notes under the *native* entry at [thefreedictionary.com](http://thefreedictionary.com) for more information and examples.

Concerning usage: Because of its potentially offensive and colonial overtones, *native* as a noun without qualification is best avoided. It is acceptable when modified, as in *natives of Dublin*, *native Chicagoan* or *a native of Virginia*.

### **Native American**

Term referring to one descended from a tribe that lived in North America before the arrival of European explorers and settlers. When used as a noun or adjective, there is no hyphen. On subsequent occurrences as a noun, you can use *Native* (capitalized).

### **Navigators®, The**

Be sure to uppercase *The* in all references, not just those at the start of a sentence. Also be sure to drop the "s" when using the ministry name as a modifier ("Joe went to a Navigator meeting"). *Navs* is not acceptable in any reference.

### **Neighborhood Bible Studies 2GO, NBS2GO™**

Identified as "A Cru® Ministry". Note that *2GO* is written together, but is spaced from the rest of the name. In subsequent reference, you can use **NBS2GO™**. On first use of *NBS2GO™*, include the ™ symbol.

### **NBS2GO™**

### **newspaper names**

Newspaper names are neither placed in quotes nor italicized in news stories, per AP.

### **Nicene Creed**

See **creeds and confessions of faith** entry for more information.

### **Night of Champions™**

#### **9/11**

Not *9-11* in reference to the terrorist attacks of September 11, 2001. This term is preferred over *September 11* because *9/11* refers more precisely to the events it is intended to identify (September 11 arrives on the calendar every year, but in common understanding there is only one 9/11).

See ***Fallen But Not Forgotten*** entry in Appendix B for information on other 9/11-related usages.

### **nonbeliever/unbeliever**

*Nonbeliever*, not hyphenated, is preferred.

### **numbers/numerals**

Except at the beginning of a sentence, put the following in numerals: ages, dimensions, dates, percentages and dollars. The only exception to this is years, which are always in numerals (rewrite the sentence to avoid placing a year at the beginning).

If a figure is more than 1 million, round to the nearest one-decimal figure (“3.6 million,” for example). Always use figures for numbers in the millions or higher.

Consult *AP* for additional guidelines.

### **OK, OK’d, OK’ing, OKs**

Per AP, do not use *okay*.

### **OneStory Partnership**

Full title of the ministry partnership between Cru and the International Mission Board of the Southern Baptist Convention, TWR, Wycliffe Bible Translators and YWAM (Youth With A Mission). There is no space in the word *OneStory*. Refer to *OneStory* on second reference. (*OneStory* was formerly known as *Epic Partners International*.) StoryRunners is the Cru mission connected with OneStory.

### **parachurch**

No hyphen in the word.

### **Passport2Identity®**

### **Passport2Purity®**

### **pastor**

See **Reverend** entry for more information.

### **Perspective®**

### **Perspective Cards®**

### **photo and illustration credits**

Always include a trademark symbol ® or ™ with a Cru name that takes one when that name appears in an illustration or photo credit. The exception would be if the word *Copyright* or the copyright symbol © appears with the name; then the trademark symbol is not added. Insert a space between the © symbol and the name of the copyright owner that follows.

### **Power to Change®**

## **Powerpack®, Powerpacks®**

Product developed by the Inner City ministry of Cru. Include the ® symbol on first occurrence.

## **pray and receive Christ**

See **salvation decisions** entry for more information.

## **prayer, care, share**

A method of connecting with non-Christians in a tangible, relational way. But the term can be spelled out without hyphens when the method is referred to descriptively, as in the following.

Example: The process of praying for, caring for and finally sharing with Kerry changed me as well.

## **prayers**

If a prayer is unspoken, write it in italics without quotation marks, like any other thought. If a prayer is spoken, use quotation marks, like any other statement.

When attributing words to God, avoid introducing them with “God said” — that would imply that the words carry equal weight with Scripture, or that God spoke in an audible voice in a case when He did not. Better to say something like “I sensed God saying” or “God seemed to be saying.” Then write the actual words in italics so as not to leave the wrong impression.

## **President, president**

Capitalize when used as a formal title before a named president of any country. Do not capitalize when used as a general title without a name. Do not capitalize when used as a descriptor after a name.

Examples:

- She hopes to be a U.S. president someday.
- He wants to become the president of Brazil.
- The 16th president of the United States was former President Abraham Lincoln.
- George Washington, the first president of the United States, set a precedent for the future of the nation.
- In 1995, the president of South Africa was Nelson Mandela; in 2020, President Cyril Ramaphosa was the country’s leader.

## **project**

When referring to a *project* in the sense of a short-term mission trip, be precise in identifying it—in this usage, *project* alone is a form of slang (*He went on a project to Africa*, for example). It’s better to say something like, *He went on a two-week mission project to Africa*.

See **summer mission** entry for more information.

## **Promise Keepers®**

Note the space between the two words in the name of this organization. *PK* is acceptable upon second reference.

## **prophet/prophets**

Capitalize only when referring to the section of books of the Bible.

Example: The apostle Paul looked to the Prophets for predictions of the coming Christ.

## **Psalms(s), psalm**

The word *psalm* is singular and all lowercase when referring to a psalm in general.

Example: I love the psalm about lying down in green pastures.

It is capitalized when referring to a specific entry in the biblical book of Psalms, or when including a specific number or verse.

Examples: I love Psalm 23, but Psalm 37:4 is my life verse.

The word *Psalms* (plural) is the name for that book in the Bible. It is also used in referring to a major section of the Bible.



Example: In Luke 24:44, Jesus says to His disciples, “Everything must be fulfilled that is written about me in the Law of Moses, the Prophets and the Psalms” (NIV).

It is not necessary to write the *Book of Psalms* as a title; the title the *Psalms* is sufficient—unless you are quoting some source. Also see the **Bible** entry for more information.

### **Psalmist**

Uppercase when referring to a writer of one of the Psalms. If applicable, take care to accurately identify the writer of an individual psalm — David did not write them all.

### **punctuation**

See the entry related to the specific form of punctuation in question (**dash, ellipsis, punctuation marks—quotations, etc.**)

### **punctuation marks—quotations**

Punctuation marks go inside quotation marks except for cases when references follow a quote.

Example: “Jesus wept” (John 11:35).

Periods and commas *always* go *inside* the quotation marks except when another punctuation mark “forces” it outside (see second example sentence below). Exclamation points, question marks, colons and semi-colons go *outside* the quotation marks unless they are part of the material being quoted and not just part of the exterior sentence.

Example: How many times will he say, “I don’t get it”?  
“As often as he will until he gets it,” says my supervisor.

Example: “I did not raise my voice!”, he shouted.

### **quiet time**

Lowercase. It may be necessary to define this term to make sure your audience understands it. Otherwise, use more concrete descriptions like *time of Bible study and prayer* or *prayer time* or *devotional time reflecting on God’s Word and talking with Him*.

### **quotations**

When quoting from copyrighted material, you may only change capitalization to fit the style rules of the publication for which you are writing. You do not have the freedom to summarize or alter a quote without the permission of the speaker or source.

### **raise/rise**

*Raise, raised, raised* — *Raise* is a transitive verb; it takes an object (for example, *Jesus raised people from the dead* — people are the object).

*Rise, rose, risen* — *Rise* is an intransitive verb; it does not take an object (for example, *Jesus rose from the dead*).

### **ranges of numbers**

See **Scripture** entry for more information.

### **Real FamilyLife®**

### **reimburse/reimbursement/reimbursing**

To reimburse means *to pay back or compensate*; therefore, a staff member is reimbursed for ministry expenses. A staff member may submit a reimbursement form; Staff Services sends a reimbursement (check). A staff member does not submit a reimbursement, but rather a reimbursement form.

Correct: Chris turned in a reimbursement form to Staff Services.

Incorrect: Chris turned in a reimbursement to Staff Services.

## **relatives**

Names denoting kinship should not be capitalized when preceded by a modifier (for example, *I'm visiting my aunt in Maryland*), but capitalized when used as a title before a given name (for example, *I'm visiting Aunt Donna in Maryland*).

## **reprinting articles**

If you intend to reprint a copyrighted article, contact the publisher for written permission to either reprint or adapt the material. The publisher will typically submit a credit line that must be printed verbatim at the end of the article.

When reprinting an article, only capitalization and punctuation may be changed to conform to Cru style rules.

When adapting, other elements may be changed as well.

See the **copyrights** entry for additional guidelines.

## **Resurrection**

Capitalize when it stands alone, as with all names of major events in the Bible and the life of Christ (*Ascension, the Fall, Creation, the Flood*, for example). Lowercase when used with the name of Jesus Christ (*the resurrection of Christ*, for example).

## **Resurrection Eggs®**

### **Reverend (Rev.)**

When using this title before a person's name, it is not always necessary to use *the* in front of it—it depends on the preference of the individual and/or denomination involved.

Use *Pastor* on first reference to a member of the clergy only if he or she prefers the term instead of *Rev.*, or in second reference if that is how the person is commonly addressed.

Example: Rev. Tim Wilder pastors First Baptist Church. Pastor Tim typically preaches there at least four times a week.

## **rise**

See **raise/rise** entry for more information.

## **sacred books**

Capitalize *Bible, Talmud, Quran, Book of Mormon* and other such titles. Per AP, do not italicize nor place inside quotation marks.

## **said/says**

Use *says* if the comment could be said at any time. If a particular comment relates back only to a specific time, then use *said*. Both can be used in the same story.

Examples:

“Bill Bright was a man of uncommon faith,” says Steve Douglass, president of Cru.

“Come help change the world,” Bill Bright said to the audience.

The same principle applies to other verbs used when quoting, such as *writes* and *wrote*, *recalls* and *recalled*, or *admits* and *admitted*.

When quoting from the Bible, as a general rule, use the past tense (*wrote*, for example) — this emphasizes the historical nature of the Scriptures. However, when the context calls for a present-day application of the text, the present tense may be used (for example, *Jesus says we are to love our enemies*).

## **salvation decisions**

Be careful to phrase these accurately.

Avoid saying, *He prayed to receive Christ*, because this implies that prayer is the way one becomes a Christian. The emphasis should be on faith, not prayer. Instead, say, *He prayed and received Christ*, or *He committed his life to Christ*.

Avoid the phrase *decisions for Christ*. Instead, say, *Nine people indicated decisions to trust Christ as their Savior*, or something similar that makes the emphasis less on decision-making and more on receiving Christ through faith. This also leaves room for the recognition that an indicated decision does not necessarily mean the person actually became a Christian.

Below are some variations on acceptable wordings:

- Indicated that they received Christ.
- Prayed and received Christ.
- Put his faith in Jesus [Christ] as Savior and Lord.
- Trusted in Jesus [Christ] as Savior and Lord.
- Put her faith in Jesus [Christ] as the One who died for her sins.
- Asked Christ to forgive his sins and give him a new life.
- Committed her life to Christ as her Lord and Savior.
- Accepted Christ.
- Received Christ's forgiveness.
- Surrendered his life to Christ.

### **Satan (n.), satanic (adj.), Satanist**

Also see **devil** entry for more information.

### **Satisfied?**

The title of the variation on the Holy Spirit booklet. The question mark should appear in all references. Do not italicize the title nor place it inside quotation marks. When referring to the booklet, you may want to phrase your sentences so as to avoid awkward punctuation.

Example: "When reading *Satisfied?*, I was constantly interrupted by curious onlookers."

See **Holy Spirit booklet** entry for more information.

### **Savior**

Not *Saviour* (which is British English spelling). This term is capitalized only when referring to Jesus or to God.

### **S.A.Y. Yes! Centers for Youth Development®, S.A.Y. Yes!®**

Use *S.A.Y. Yes!®* on subsequent reference. A part of the Inner City ministry of Cru. On first occurrence of either the full name or the shortened form, include the ® symbol.

### **school class**

Do not capitalize these references to school class: freshman, sophomore, junior, senior.

### **scriptural**

Adjective form of **Scripture**. Note the initial letter "s" is lowercase.

### **Scripture, the Scriptures**

Synonyms for *the Bible*. Note that the initial letter "S" is uppercase.

### **Scripture**

When quoting from the Bible, you may only change capitalization (some English-language Bible versions capitalize pronouns referring to God). Otherwise, leave all punctuation and spelling as is, regardless of how different it may be from Cru style or your own preference.

When listing a series of two verses, use a comma, a hyphen, or the word *and* to break up the series (*Ephesians 2:8,9*; *Ephesians 2:8-9* or *Ephesians 2:8 and 9*). Note that there is no space between the comma and the verse number that follows the comma in such instances of Bible verses (an exception to normal writing).

For a series of three or more verses, use a hyphen (*1 John 5:11-13*).

Spell out the names of books — do not abbreviate (*2 Chronicles 7:14*, not *2 Chron. 7:14*).

Use Arabic numerals for books that are part of a succession (*2 Chronicles*, not *II Chronicles*). One exception: If the book title starts the sentence, spell the word out (*Second Chronicles 7:14 is my favorite verse*). Try to rewrite the sentence to avoid this.

Indicate the Bible version either behind the quote or behind the reference (see examples below). Spell out the name of the version on first reference; abbreviate on subsequent references (see list of abbreviations later in this entry).

Behind the quote: “Never be lazy in your work but serve the Lord enthusiastically” (Romans 12:11, Living Bible).

Note the comma separating the reference from the name of the Bible version.

Behind the reference: As Jesus asked in John 5:6 (LB), “Would you like to get well?”

When placing the reference after the quotation, the quotation mark comes first, followed by the reference, then followed by the period (no period at the end of the actual quotation). For an example, see the “Behind the quote” example above.

A comma separates a Bible reference from the name of the Bible version.

When quoting a portion of a verse, use ellipses to show what is left out. For example, “... that He gave His only begotten ... whoever believes in Him may not perish ...” (John 3:16). In such a quotation, it is unnecessary to use letters to identify which part of the verse you are quoting (John 3:16b, for example). See the **ellipsis** entry for guidelines on how to write ellipses.

The first time a Bible version is used, write its name in full. The second time that version is used, use these abbreviations (see sentences above for an example of how this is done):

Amplified — The Amplified Bible  
ESV — English Standard Version  
KJV — King James Version  
LB — Living Bible  
MSG — The Message  
NIV — New International Version  
NASB — New American Standard Bible  
NKJV — New King James Version  
NLT — New Living Translation  
Phillips — Phillips Modern English

For other, less common versions, as a general rule, abbreviate on second reference by using initials. (You can refer to BibleGateway.com to find a longer list of Bible versions along with their acronyms/abbreviations.)

*Note to publication editors:* It is strongly advised to determine a “default” Bible version for use throughout your publication. Identify the version in a notation in the masthead [sample wording: “All Scripture quotations from the New Living Translation (NLT) unless otherwise noted”] and conform Bible quotations to that version as much as possible. This establishes editorial consistency and cuts down on version references that inhibit readability.

*Note on New International Version:* When using NIV, be sure that writer and editor are referencing the same edition. Occasional variations in words and phrases can be found between the 1984 and 2011 editions. The one found on BibleGateway.com is the 2011 edition.

For related information, see the following entries: **Bible, biblical; books of the Bible; and Epistle, Epistles.**

### **Sellers, Steve and Christy**

Their last name is grammatically a singular form even though it ends in *s*. Note the spelling of their name and the use of an apostrophe in the following instances:

Singular: *Sellers*  
Singular possessive: *Sellers'*  
Plural: *Sellerses*  
Plural possessive: *Sellerses'*  
Plural possessive: *the Sellers family* or *the Sellers house* (because the name *Sellers* functions as an adjective/modifier of the nouns *family* and *house*)

Refer to him as *Steve Sellers* upon first mention; thereafter, refer to him as *Steve*.

He assumed the presidency in October 2020.

When title identification is necessary, (to establish credibility and/or identification to non-Cru audiences), add *president of both Campus Crusade for Christ and Cru* (or *Campus Crusade for Christ, Inc.* in legal pieces).

If you are writing about both Steve Sellers and Steve Douglass (past president) in the same article, refer to them by their last names to distinguish between the two Steves in subsequent mentions.

See **President, president** entry.

### **Sermon on the Mount**

See **Resurrection** entry for more information.

### **service marks**

See **trademarks** entry for more information.

### **sexism**

Avoid discrimination based on gender — arbitrary stereotyping of males and females on the basis of their sex. Women should be appropriately portrayed as active participants in ministry and in any other endeavor. In all references, both men and women should be treated with dignity and respect.

Avoid using female-gender word forms (*authoress*, *poetess*), and the words *girl* and *lady* for women.

Do not overuse *men* when you mean either *men* or *women*. You need not eliminate every gender reference, however, especially in factual and historical contexts.

*He* is the proper pronoun for reference to one person whose sex is not specified.

Do not change all your *he/him/his* references to *they/them/their*, thinking you have made your copy neutral — unless you change all your verbs to match this plural form.

In certain contexts *he* or *she* is more appropriate than just *he*.

Occupational words ending in *-man* can often be exchanged for other words meaning the same thing when both sexes are involved (*letter carrier* instead of *mailman*, for example).

This is an area where you can stumble if the audience suspects either insensitivity or over-sensitivity on your part. Use discernment for your particular audience.

According to AP, “*they/them/their* is acceptable in limited cases as a singular and/or gender-neutral pronoun, when alternative wording is overly awkward or clumsy. However, rewording usually is possible and always is preferable. Clarity is a top priority; gender-neutral use of a singular *they* is unfamiliar to many readers.”

When *they* is used in the singular, it takes a plural verb.

For AP’s notes on usage, refer to its entries *his*, *her* and *they*, *them*, *their*.

### **sic**

This word means *thus* or *so* and is used in brackets to indicate that the previous word or phrase, which is incorrect or inaccurate, is precisely reproduced (for example, *Jim Claerk [sic] edited the updated company’s policy manual*). Be careful in using *sic*; it should not be used to highlight an obvious mistake so as to unnecessarily embarrass someone. It is best simply to correct the error.

### **SIL International®**

See the **Wycliffe Bible Translators®** entry for more information.

## Simply Romantic®

### slang

Every group has its own lingo, and Cru is no exception. We've come up with our own language to easily identify our unique terms. When you say *CLM*, *MPD* or *beach project* to people within the Cru family, they immediately know what you're talking about. On the other hand, using the same terms in a newsletter would confuse those not familiar with Cru. To them, *CLM* might mean *closed loop marketing*, a *beach project* might be a *sandcastle*, and *MPD* could stand for *multiple-personality disorder*. Avoid using Cru slang words with non-Cru audiences unless the context warrants it, and as long as you define the terms.

See also **staff members** entry for more information.

### sophomore

Do not capitalize in referring to the school class.

### Soularium®

Cru's tool—a set of photographs—to help Christians engage others in spiritual conversations. On first occurrence include the ® symbol. Note the spelling is different from *solarium*, which has a totally different meaning.

### Spirit-filled

Note the initial letter is capitalized, because the Holy Spirit of God is being referred to.

### staff members/staff team/staff workers

Some of our terminology — like *coming on staff*, for example — does not clearly communicate to people unfamiliar with Cru. To most people, the word *staff* refers to a group of people joined together to make up a team of workers. Use the word as an adjective, not as a noun. In other words, do not use *staff* when you mean *staff team* or *staff member(s)*.

Examples of *proper* usages:

- Paul has been a staff member for 12 years.
- Paul has been a Cru staff member for 12 years.
- Paul has been a staff member with Cru for 12 years.
- Paul became a Cru staff member in 1987.
- When Ken took the job, he surrounded himself with an experienced, competent staff team.
- If Judy had her way, we'd eat Papa John's pizza at every staff meeting.

Examples of *improper* usages:

- Paul has been on staff for 12 years.
- When Ken took the job, he surrounded himself with experienced, competent staff.
- Paul and Sophia like to joke that they came on staff for the money.

### staff training

Lowercase when referring to the U.S. Staff Conference (*staff training* is not the official name) held biennially (every two years).

See **Cru15**, **Cru17**, etc.

### Staff Web

Written as two words.

### state names, U.S.

Spell out the names of U.S. states in the body of a story (AP update 5/01/14). State abbreviations can continue to be used in datelines, lists, agate, tabular material, credit lines and photo captions. See AP for further details.

### Stepping Up®

## **STINT**

Originally an acronym for *Short Term INTERNATIONAL*, this term primarily refers to missionaries sent overseas by Cru's campus ministry for one- to two-year assignments. The campus ministry has recently transitioned away from this term and now uses **International Internship**.

A relatively new usage includes the one-year assignment of staff members to headquarters known as **Lake Hart Stint**.

When writing about the STINT program, avoid such Cru slang as "going on STINT" or "went on a STINT," and make sure to define the program as appropriate for your audience's level of understanding of it.

## **StoryRunners®**

A mission of Cru founded in 2004 to reach unreached people groups. StoryRunners calls itself a *mission* rather than a *ministry* because of the nature of what they do, but *ministry* is acceptable for staff-only audiences. There is no space in the word *StoryRunners*, and it takes a singular verb. Upon first reference in a text, include the registered trademark symbol with the name.

## **"Story of Jesus, The"**

The audio/radio version of the "JESUS" film takes quotation marks around the title when referring to it (per AP). Note that the reference in this title is to the person Jesus, not the film "JESUS."

## **"Story of Jesus for Children, The"**

The version of the "JESUS" film with additional footage of children woven into the story to make the film more relevant for children. When referring to this film, use quotation marks around the entire title. Note that the reference in this title is to the person Jesus, not the film "JESUS."

## **Student-Led Movements**

One of Cru's five global strategies; the other four are **Digital Strategies**, **Global Church Movements**, **Jesus Film Project®**, and **Leader Strategies**.

If you were to write about a local happening, or several such happenings, then the phrase would be all in lower case: *student-led movement(s)*.

## **Summer in the City**

A short-term mission project of the Inner City ministry of Cru.

## **summer mission**

This ministry title is somewhat distinct to Cru. So, to be clear, it is best to use the term *summer mission trip* when referring generically to a Cru summer program. Note that such a generic reference is always lowercased. Only uppercase when referring to the Cru ministry entity or entities overseeing such trips — *U.S. Summer Missions* or *International Summer Missions*.

## **Sunday school**

Note that the word *school* is not capitalized.

## **Support Team Development**

See the **Ministry Partner Development®** entry for more information.

## **telephone numbers**

Use hyphens between the numbers.

Examples: 407-826-2000, 877-555-5555, 800-FL-TODAY, 011-44-20-7535-1515.

If extension numbers are given, write *ext. 2*, *ext. 364*, *ext. 4071*. Use a comma to separate the main number from the extension.

Example: 212-621-1500, ext. 12.

## **Ten Basic Steps Toward Christian Maturity**

Do not italicize this title or place it in quotation marks (exception to the guidelines for **composition titles**). *Ten Basic Steps* is acceptable upon second reference for all audiences.

## **The Four®**

### **their**

See **sexism** entry.

### **thoughts/prayers**

See **prayers** entry for more information.

### **titles/names**

Abbreviate formal titles before a first name or initials (for example, *Gen. Dick Abel, Rep. Connie Mack*).

Spell out when preceding surnames alone (for example, *Senator Byrd*).

Lowercase occupational titles both preceding names (for example, *head coach Jim Boeheim*) and following names (*Steve Sellers, president of Cru*).

Always abbreviate military titles before names (for example, *Gen. Abel*).

Consult AP for more guidelines.

### **titles (composition)**

See **composition titles** entry for more information.

### **too**

Generally, there is no comma before *too* when it occurs at the end of a sentence (*I like Cheerios, and my brother used to like them too*).

### **tracts**

Do not italicize or place in quotes the titles of tracts. Capitalize the principal words in the name or title.

### **trademarks**

Certain names in Cru® are registered trademarks. In order to be in compliance with trademark law, it is important to use the registered trademark ® symbol on all of Cru's registered trademarks.

The rules for trademark notation on a registered trademark used in text within paragraphs are different from the rules for trademark notation on a trademark used in titles, headers, designs, logos, captions for photos or illustrations, or any stand-alone presentation.

1. Every time a registered trademark is used in titles, captions/cutlines, subheads or headers, use the symbol ®, regardless of how many times the trademark is used on the page.
2. Every time a registered trademark is used in an artistic design or logo, use the symbol ®, regardless of how many times the trademark is used on the page.

Putting the ® symbol on a logo or on the use trademark in a title does not mean you can leave the ® symbol off the trademark in the text within paragraphs.

3. The first time a registered trademark is used in a text within paragraphs of an article, chapter or letter, an ® symbol is required. Subsequent references within text contained in paragraphs do not require the symbol. If, for example, a newsletter is made up of different articles, each article counts as starting over. Each chapter in a book counts as starting over.

So, if you have, say, two or more articles on the same printed page or webpage, and each article has a title and subhead — and Cru trademarked names appear in every instance — then all those Cru names will carry a trademark notation.



4. Use the trademark notation in every occurrence of a photo or illustration credit where a Cru trademark appears, unless the only use of the trademark is as the listed owner in a copyright attribution. For example, in © 2017 *FamilyLife*, no ® symbol is required because the name *FamilyLife* is already functioning as the copyright owner.

If there is a trademark in a text accompanying the photo, but not part of the attribution, it would need the ® symbol.

Example: Jesus Film® teams prep to deliver new equipment. Photo by Peter Parker,  
© 2017 Jesus Film Project. All rights reserved.

5. The above rules for Cru trademarks are different from AP, which does not use trademark symbols at all in its news stories.
6. If you're not sure about the trademark status of a certain ministry name — and it doesn't appear in the list below — or if the name doesn't refer to a specific Cru ministry, contact Cru's General Counsel's Office Intellectual Property Team at 407-826-2047 or email [cclegal@cru.org](mailto:cclegal@cru.org). Or, you can search the name on the United States Patent and Trademark Office's Trademark Electronic Search System (TESS) on <https://www.uspto.gov>.

For guidance on how to write the name of a trademarked name in the general marketplace, consult the *trademark* entry in the AP Stylebook.

7. As of this edition of GWS, here is the list of names in Cru carrying the registered trademark ® notation:

AIA®	Faculty Commons®
Ao1®	FLAG Faith and Law Around the Globe®
The Art of Marriage®	FamilyLife®
Athletes in Action®	FamilyLife Blended®
AIA Gear®	FamilyLife eMentoring®
Better Choices®	FamilyLife Getaway®
Beyond the Ultimate®	FamilyLife Publishing®
Blended and Blessed®	FamilyLife This Week®
Box of Love®, Boxes of Love®	FamilyLife Today®
Bright Media Foundation®	FamilyLife's Art of Parenting®
Campus Crusade for Christ®	GAIN®
Campus Crusade for Christ International®	Genesis Project®
CCCI®	Global Aid Network®
Christian Embassy®	GodTools®
Compassion by Command®	GPS for the Woman of Purpose®
Cru®	Heart & Sole®
Cru Global®	Here's Life Inner City®
Cru Press®	Huevitos de Resurrección®
Cru Military®	I Still Do®
Cru Storylines®	Impact®
Destino®	The Impact Movement®
Destino Movement®	Indigitous®
DRIME®/Disciples Ready in Mobile Evangelism®	International Orality Network®
El Arte del Matrimonio®	iShare®
Epic Movement®	Jesus Film®
EveryAthlete®	Jesus Film Mission Trips®
EveryCampus®	Jesus Film Project®
EveryInternational®	
everystudent.com®	

Legends of the Hardwood®  
Living With Eternal Intentionality®  
Mapfactory®  
Ministry Partner Development®  
Momentum Europe®  
MPD®  
MPDX®  
Nardine Productions®  
Nations®  
Nations Movement®  
New Life 2000®  
Passport2Identity®  
Passport2Purity®  
Perspective®  
Perspective Cards®  
Power to Change®  
Real FamilyLife®  
Resurrection Eggs®

S.A.Y. Yes! Centers for Youth Development®  
S.A.Y. Yes!®  
Simply Romantic®  
Soularium®  
Stepping Up®  
StoryRunners®  
Student Venture®  
Ultimate Training Camp®, The  
UNILID®  
Unto®  
Valor®  
Vida en Familia Hoy®  
Visiting Scholars Association®  
Voke®  
Vokebot®  
Weekend to Remember®  
What God Wants for Christmas®  
Worldwide Challenge®

8. The following Cru names carry a ™ notation:

All Star Weekend™  
Arrowhead Conferences and Events™  
Art of Marriage Connect™  
Art of Parenting Connect™  
Audience of One™  
Bridges International™  
Creating Options Together™  
Cru Foundation™

Design Movement™  
Josh McDowell Ministry™  
LeaderImpact™  
Lifelines™  
Lifelines Outdoors™  
NBS2GO™  
Night of Champions™  
Urban Immersion™

9. In running text, a comma follows a trademark symbol or asterisk.

Example: Steve Douglass, past president of Cru®, spoke about the essentials of spiritual growth. (Similarly, a period follows after a trademark symbol or asterisk in a sentence.)

### **Transferable Concepts, the**

Do not italicize this title or place it in quotation marks. *TCs* is only acceptable upon second reference with staff-only audiences.

### **TWR®**

Formerly *Trans World Radio*. This ministry no longer spells out or uses the words that *TWR* is based on, even on first reference. On first occurrence, include the ® symbol. *TWR* is a member of the **OneStory Partnership**.

### **Ultimate Training Camp®, The**

Connected with Athletes in Action. On first occurrence, use the ™ notation. Include and capitalize the article *The* in all occurrences.

### **UNILID®**

### **universities**

See **colleges, universities** entry for more information.

### **Unto®**

The new name of GAIN® in the U.S., effective Feb. 2020. Note that the name in text is spelled with a capital *U*,

whereas in their logo the name is all lowercase letters. Identified as “A Cru® Ministry” in the tagline.

Depending on your audience, you can add in your text “formerly GAIN® in the United States”. Note the lowercase letter *i* in the name *GAIN*®.

### **Urban Immersion™**

A spring-break project of the Inner City ministry of Cru.

### **U.S., United States**

It is now acceptable to use the abbreviation, with periods, as either a noun or an adjective. Continue to spell out the country name in formal usage.

### **U.S. Center for World Mission**

Note that the word *Mission* is singular in the former name of this mission agency located in Southern California. On second reference: *USCWM*. In 2015, the U.S. Center for World Mission and the Frontier Mission Fellowship were joined together again as one entity, known today as Frontier Ventures. The Pasadena-based campus became known as the Venture Center.

### **U.S. Staff Conference**

Official title of Cru’s biennial conference for all U.S. staff members, for many years held at Colorado State University in Fort Collins, Colorado, through 2019. (Formerly known as *National Staff Conference*.)

See **Cru15**, **Cru17**, etc. and **staff training** entries for more information.

### **U.S. Summer Missions**

See **summer mission** entry.

### **Valor®**

### **Vice President, vice president**

No hyphen between the two words. Capitalize when used as a formal title before a named vice president of any country. Do not capitalize when used as a general title without a name or when used as a descriptor after a name. Examples:

- He got to meet India’s vice president last summer.
- Kamala Harris became the first female vice president of the United States in 2021.
- The 12th vice president of Indonesia was former Vice President Jusuf Kalla.
- Aaron Burr, former U.S. vice president, is often remembered for his duel with Alexander Hamilton.
- Vice President Harry Truman had been in office for only 81 days when President Franklin D. Roosevelt died.

### **Vida en Familia Hoy®**

### **Visiting Scholars Association®**

### **Voke®**

### **Vokebot®**

### **web addresses**

See **email addresses** entry — the same principles there also apply to web addresses, even more so because web addresses tend to be longer than email addresses, especially when the web address is a link off a home page.

### **Weekend to Remember®**

### **What God Wants for Christmas®**

**white(s)**

See **Black(s), white(s)**.

**win, build, send**

A tagline for Campus Crusade for Christ/Cru ministries that has been in use for a very long time.

**Winter Conference**

See **capitalizations** entry for more information.

**Word, the**

Capitalize **Word** when it is a stand-in for Jesus Christ or for the Bible/the Scriptures/Scripture. Otherwise, lowercase. See John 1:1,14.

Examples:

- Jesus is the Word of God.
- But “Jesus’ words” or “the words of Jesus resonate with me.”
- “With many similar parables Jesus spoke the word to them, as much as they could understand” (Mark 4:33, NIV).

**WorkNet**

A faith-based program for career preparedness offered by the Inner City ministry of Cru.

**world headquarters**

On first occurrence, use *the World Headquarters of Cru at Lake Hart* or *Cru’s World Headquarters at Lake Hart*. In subsequent references, you may use any of the following:

- Cru’s world headquarters
- Cru’s headquarters at Lake Hart
- Cru’s headquarters
- the headquarters of Cru
- the world headquarters of Cru
- Cru’s headquarters in Orlando, Florida

The name *Lake Hart* is its nickname. See **Lake Hart** for more information.

**Worldwide Day of Prayer**

This is the correct first reference to Cru’s biannual, all-day prayer gatherings around the world. *Day of Prayer* is acceptable on second reference.

**Would You Like to Know God Personally?**

A popular variation of the Four Spiritual Laws booklet. On second reference, the *Knowing God Personally* booklet is acceptable on second reference. *KGP* is an internal acronym best avoided in outside printed matter. Try to cast your sentences so as to avoid using the full title. (For example, it is usually sufficient to say something like, *Joe presented the gospel to Paul using a variation of the Four Spiritual Laws booklet emphasizing God’s personal nature.*)

**Wycliffe®, Wycliffe Bible Translators®**

*Wycliffe®* is the preferred name of the Bible-translation agency commonly known as *Wycliffe Bible Translators*, which is still the organization’s official name. *Wycliffe USA*, the stateside division of the organization, is now based in Orlando, Fla., next to Cru’s Lake Hart property (the Wycliffe International headquarters is in Dallas). *Wycliffe®* (pronounced WICK-liff, not WHY-cliff) is acceptable upon second reference to *Wycliffe International®*. Be sure to include the ® symbol on first occurrence of either the full name or the shortened version.

When referring to Wycliffe and its ministry activities, be careful to distinguish between its many divisions (*Wycliffe International, Wycliffe USA and Wycliffe Canada*, for example), as well as its many affiliated organizations, like *SIL International*.

## **YWAM®**

Preferred title, rather than *Youth With A Mission*, for this mission agency that participates in the OneStory Partnership alongside Cru's StoryRunners and other organizations. For clarity on first reference, it may be helpful to say *YWAM (Youth With A Mission)*. See **OneStory Partnership** entry for an example.

## Appendix A: Special Word Problems

NOTE: Entries in the Gospel of Writing Style are cast in boldface type; italics are only used for illustrative purposes.

NOTE: This is only a very short, select list. For a more comprehensive treatment, refer to the following:

- the latest edition of *The Chicago Manual of Style*; in its 17<sup>th</sup> edition look up “Glossary of Problematic Words and Phrases” beginning on page 306.
- *Fowler's Dictionary of Modern English Usage*
- *Garner's Modern English Usage*

### **affect/effect**

*Affect* is a verb. *Effect* is a noun. *Effect* is used as a verb only in the context of *effecting change* (causing it to happen).

### **beside/besides**

**biannual/biennial**

The word *biannual* means occurring twice a year; semiannual. The word *biennial* means occurring every two years or lasting two years. So, our Cru U.S. staff conferences, held for many years in Fort Collins up through 2019, have been *biennial* in frequency.

**center**

*Center in* or *center on* something; do not write *center around* something. Instead, *revolve around* it.

**data**

Typically, the word takes a singular verb and pronoun when writing for a general audience. See AP. (Revised per AP, April 2019).

Though a plural noun in form (the plural of datum), nowadays *data* is and can be used with a singular verb (per Webster's).

Examples:

The data presented on Tuesday are complete through the end of the fiscal year.

The data is complete for the annual report.

**e.g.**

This abbreviation means *for example*. Follow the abbreviation with a comma when you do use it (for example, *I like classic big bands, e.g., Glenn Miller, Benny Goodman and Artie Shaw*), but avoid using the phrase except in quoted matter.

**etc.**

This means *and so on*. Generally, avoid using it except in quoted matter. When you do include it in a series, precede it with a comma and do not use *and* before it.

Example: I like Newsboys, Steven Curtis Chapman, Rebecca St. James, etc.

**however**

As a general rule, use in the middle of a sentence rather than at the beginning or end.

Example: Some staff members think recruiting is harder than it used to be; however, I'm not sure about that.

**impact**

This word used to be only a noun. Within the past decade, popular usage has made it a verb as well, even though such usage is harshly criticized. Use this word judiciously, as it tends to get overused. Some alternative nouns: *influence, effect, result, consequence* and *outcome*. Some modifiers to go along with the nouns are *dramatic, lasting, strong, important* and *striking*.

**important**

This word is an adjective. Do not make it into an adverb.

Incorrect: "Importantly, we must attend the School of Leadership this summer."

**including**

Use a comma before the word when it introduces a list.

Example: They are part of a group of more than 80 individuals, including vocalists, session musicians, producers, recording engineers and executives.

**i.e.**

This abbreviation means *in other words or that is*. It is used to restate a phrase or concept, especially in a simplified form.

Example: Paul possesses a predilection for prestidigitation with playing cards;  
i.e., he likes to do card tricks.

Generally, avoid using *i.e.* by rewriting your sentence. But when you need to use this abbreviation, place a comma between it and what follows.

**one-on-one v. one-to-one**

Usage in recent years has made *one-on-one* more acceptable to refer to direct communication between or meeting of two persons as well as competition or confrontation (be it friendly or otherwise) between two persons. Refer to *Webster's* definitions, but also compare definitions in other major dictionaries.

**passed v. past**

Visit the dictionary to learn the difference in meaning.

**raise/rise**

*Raise, raised, raised* — *Raise* is a transitive verb; it takes an object (for example, *Jesus raised people from the dead* — people are the object).

*Rise, rose, risen* — *Rise* is an intransitive verb; it does not take an object (for example, *Jesus rose from the dead*).

**rise**

See **raise/rise** entry for more information.

**said/says**

Use *says* if the comment could be said at any time. If a particular comment relates back only to a specific time, then use *said*. Both can be used in the same story.

Examples:

“Bill Bright was a man of uncommon faith,” says Steve Douglass.

“Come help change the world,” Bill Bright said to the audience.

The same principle applies to other verbs used when quoting, such as *writes* and *wrote*, *recalls* and *recalled*, or *admits* and *admitted*.

When quoting from the Bible, as a general rule, use the past tense (*wrote*, for example) — this emphasizes the historical nature of the Scriptures. However, when the context calls for a present-day application of the text, the present tense may be used (for example, *Jesus says we are to love our enemies*).

**sic**

This word means *thus* or *so* and is used in brackets to indicate that the previous word or phrase, which is incorrect or inaccurate, is precisely reproduced (for example, *Jim Claerk [sic] edited the updated company's policy manual*). Be careful in using *sic*; it should not be used to highlight an obvious mistake so as to unnecessarily embarrass someone. It is best simply to correct the error.

## Appendix B: Archived Cru<sup>®</sup> Terms

NOTE: Entries in the Gospel of Writing Style are cast in boldface type; italics are only used for illustrative purposes.

### **Agape International Training**

It no longer exists. This was the cross-cultural training program of Campus Crusade for Christ (now Cru) for all prospective international representatives. The program also trained staff members from other mission organizations. *AIT* is acceptable upon second reference.

### **AIT**

See **Agape International Training** entry.

### **area of affairs**

This term is no longer used. It has not been replaced by a new term. The term **Area** is used to denote one of 13 Areas that comprise the Global CCCI community.

### **Beyond Belief**



The title of one of Josh McDowell's campaigns, launched in 2002.

### **Big Break**

Name for the training conference that Cru's campus ministry used to put on during spring break in Panama City Beach, Florida. Note that the article *The* is no longer part of the official title. Big Break is no longer a national offering.

### **Bright Side**

The former name of the monthly newsletter to staff members and alumni; the newsletter is now called **Connection**. Note that *Bright Side* is a two-word phrase, not one ("Brightside" is a common, incorrect spelling).

### **Catalytic Ministry**

Proper identification of the branch of what was then the U.S. Campus Ministry organizing movements on campuses without staff members. *Catalytic* is acceptable on second reference. It may be necessary to explain the concept of this ministry; it's likely to be unfamiliar to the average reader.

See the **LINC** entry for more information.

### **CCCI®**

A registered wordmark. On first occurrence in a book or article, include the registered trademark symbol immediately after *CCCI*. On subsequent occurrences in the same text, the ® is not needed. Use of the ® immediately after *CCCI* includes headers on websites, in advertisements, and on letterheads. The ® can be in superscript to make it visible but unobtrusive. Do not use *CCCI*® in copyright attribution.

### **Christian Impact**

See **Student Impact** entry in this appendix for more information.

### **Christian Leadership Ministries**

Former title of Cru's ministry to university faculty and staff members. *CLM* upon second reference. The current title is **Faculty Commons**.

### **Christmas Conference**

This name is no longer used. It has been replaced by **Winter Conference**.

### **Church Dynamics International**

Note there is no comma. *CDI* upon second reference.

### **ChurchLIFE**

One word; *LIFE* all in capitals.

### **City Connect**

Cru's U.S. division of ministries, working with adult communities to reach U.S. and world cities with the gospel. It includes both branches of Christian Embassy (D.C. and N.Y.), Executive Ministries, Here's Life Inner City, Life Builders, and Priority Associates. This ministry entity was formerly known as D6.

### **CSU**

Former "Cru slang" for the biennial National Staff Conference that was held at Colorado State University for many years. Take special care to avoid using *CSU* in prayer letters and other correspondences with ministry partners—instead, call it by its official name, or call it "our staff conference," or something else that is not slang.

See **slang** entry for more information.

### **DOA**

Do not use for any abbreviation. See **dead on arrival** and **director of affairs** entry for more information.

### **director of affairs**

This title has been replaced by *area team leader*. Do not abbreviate director of affairs to DOA (that acronym stands for *dead on arrival*). Only use the term when following a name and when writing to a staff-only audience (for example, “Javier Garcia, director of affairs for Western Europe”). Otherwise, say something like, “Javier Garcia directs Cru’s ministry in Western Europe.”

### **Ethnic Field Ministry**

This replaces *Ethnic Student Ministries*. *EFM* on second reference.

### **Ethnic Student Ministries**

This name is no longer used. See **Ethnic Field Ministry**.

### **Executive Ministries**

Note that despite *Ministries* being plural, the ministry name itself is a singular construction and takes a singular verb like any other ministry entity (“Executive Ministries is in many cities now”). *EM* upon second reference.

### **Fallen But Not Forgotten**

The title of the evangelistic mini-magazine produced after the September 11, 2001, terrorist attacks (see **9/11** entry in main section of GWS). Notice that each word is uppercased. *Fallen* is acceptable on second reference.

When referring to one of the many versions of this piece, it is helpful to explain its relationship to the original so that the average person understands its purpose.

### **Founder’s Office**

Refers to the office for Vonette Bright located at the world headquarters.

### **GAiN®**

Abbreviation for **Global Aid Network®** (see below).

### **Global Aid Network®**

Before Feb. 2020, the former name of what is now called **Unto®** (see in main section).

### **History’s Handful**

*HH* upon second reference.

### **I Found ItSM**

*I Found It<sup>SM</sup>* is a service mark of Campus Crusade for Christ, Inc. Use the mark on first reference to this evangelistic campaign originally used in the 1970s and now being revived on some college campuses.

### **International Leadership University**

*ILU* upon second reference. Note that there is no legal relationship between ILU and The King’s College. ILU and King’s are not synonymous—do not refer to ILU when actually referring to King’s, and vice versa.

### **JESUS Video Project®, The**

The same rules apply for this ministry entity as for the JESUS Film Project. Note that this entity no longer exists.

### **Keynote**

The name is appropriate in all incidents of usage. *Keynote* was a national ministry of Cru, providing digital resources, communication training and creative outreaches. It is now officially under Cru’s campus ministry and has adopted all the Cru branding.

### **King’s College, The**

Note that *The* is capitalized in the name of the college which used to serve as the flagship school for Campus Crusade for Christ (now Cru). Cru no longer has a formal and legal relationship with the college, as of March 8, 2013.

*King's* is acceptable on second reference.

There is no legal relationship between King's and the International Leadership University; so they are not synonymous — do not refer to King's when actually referring to ILU, and vice versa.

### **Leadership Training Class**

*LTC* can be used on second reference.

### **Life Builders**

Cru's adult evangelism and discipleship ministry, headquartered in Dallas. Note that there is a space between the two words in the title, and that both begin with uppercase.

### **LINC**

Once associated exclusively with Cru's campus ministry (Student LINC), *LINC* (Leaders in New Campuses) refers to many applications of the strategy of providing organized training of volunteers to start movements of evangelism and discipleship in locations inaccessible to Cru staff members. Now known as the **Cru Coaching Center**.

### **Macedonian Project, the**

Now called *JESUS Film Mission Trips* (see entry).

If making reference to this former name, it may be necessary to explain the scriptural origin of the name so as to avoid confusion (the project may be construed to be targeted merely at the country of Macedonia).

Take care not to leave off the "n" at the end of *Macedonian*. *Mac Project* is acceptable on second reference.

When referring to an actual mission trip taken by a Mac Project team, make sure to call it a "Mac Project trip," not a "Mac project" or a "Mac trip."

### **New Life 2000®**

Use the ® symbol on first reference.

### **Operation Carelift**

A humanitarian and evangelistic outreach to the countries of the former Soviet Union, founded by Josh McDowell in 1991, now a part of **Global Aid Network®** (GAiN USA), a partner of Cru.

### **Prayerworks**

Note that this is one word, with the *w* lowercased. Prayerworks is a Cru ministry that teaches prayer strategies to churches.

### **Priority Associates®**

Cru's ministry to young professionals. On first occurrence, the name takes a ® symbol after it. *PA*, not *Priority*, is acceptable upon second reference.

### **Student Impact**

Proper punctuation and spelling of the name used by Cru movements on some U.S. campuses. On first reference, explain the name's connection to Cru if the audience may be unfamiliar with it.

### **Student Venture®**

Former official name for Cru's ministry to senior-high and middle-school students. Upon first reference in a text, the name *Student Venture* is accompanied by the ® symbol. *SV* acceptable upon second reference.

### **Summer Project**

Now known as **Summer Mission**.

### **U.S. Campus Ministry**

Former official name for Cru's work with college students in the United States. (Previously known as *The Campus Ministry*.) On second reference: *the Campus Ministry*. Now referred to as *Cru's campus ministry* or *the*

*campus ministry of Cru.* See **campus ministry**.

**U.S. Ministries**

Later called *Campus Crusade for Christ, U.S.*

**VITAL LINC**

Now called the **Cru Coaching Center**.

***Worldwide Challenge***<sup>®</sup>

On first occurrence, the ® symbol accompanies the name of Cru's former print magazine (last issue was Nov/Dec 2016). *WWC* is not acceptable upon second reference; use *Worldwide Challenge*.

**Worldwide Student Network**

Now known as **Global Missions**.