

RAWSRVNT COLLEGE CAMPUS MINISTRY



CASE STUDY: UNIVERSITY OF CONNECTICUT





GRAMMY-RECOGNIZED ARTIST & SPEAKER EDDY "RAWSRVNT" PUYOL

Case Study: University of Connecticut



Executive Summary:

On March 28, 2015 inspirational music artist/speaker Eddy "Rawsrvnt" Puyol and his Soul Deep Ministries brought their "Game Changer" event to the University of Connecticut.

Over the course of a weekend, Rawsrvnt partnered with campus ministries to spread the gospel to students and staff. This included speaking to groups ranging from middle school kids to college athletes as well as headlining a performance at a free-and-open-to-all Cru evangelistic concert at UConn's Dodd Center.

The concert packed the venue and the first 100 people through the door received a free "Game Changer" t-shirt (specially printed in the UConn colors) and Rawsrvnt's #LoveStruck CD.



Rawsrvnt with athletes of the UConn Football Team

Follow-up:

Since the event Rawsrvnt has conducted weekly mentorship phone calls with key campus ministry leaders and athletes. Two members of the football team have even started a summer Bible study with more than 35 players involved.

Attendee Quotes:



"I had a great time at Rawsrvnt's concert. The energy was hype and it honestly felt like a judge-free place where you could just worship and listen to great music. The way he interacted with the audience added another level to the show."

Deshon Foxx
UConn Graduate / Seattle Seahawks WR



"As a Missional Team Leader I appreciate how a Rawsrvnt's concert enables us to gather all our movements at one large scale event that encourages our Christian students to walk with Christ and challenges non-Christians to think about Christ. This event went a long way in uniting our various campus movements."

Scott Thomson
Missional Team Leader for Cru



"I like how it wasn't a lecture, but a concert packed with conversations. I believe all those that came and heard Rawsrvnt's story were impacted because I know I was. I've always been religious, but not faithful, so he helped restore my faith."

Caroline Olesiak
Student at UConn

Pre-Event Promotion:

Soul Deep provided campus ministries like Cru and Athletes In Action with professionally-designed electronic artwork and print pieces to assist with advance promotion including:

- Banners
- Flyers
- Posters
- Images optimized for social media



Rawsrvnt was also made available for interviews with local and campus media outlets. For this event, the *Hartford Courant* published both an online and print edition feature story on Rawsrvnt three days before the concert.

The artist also utilized his various social media channels (*Facebook, Twitter, Instagram*, etc.) to promote the appearance a week or more in advance, during his time on campus, and days afterward.

Event Outline:

60 minutes	Rawsrvnt performance with brief speaking in between songs to explain their message and transition between topics
15 minutes	Rawsrvnt shares his testimony and asks for audience to respond to the gospel
15 minutes	Rawsrvnt introduces Cru/Athletes In Action leaders to speak and promote opportunities to get plugged-in on campus

WHAT PEOPLE ARE SAYING ABOUT RAWSRVNT'S VISIT TO UCONN

"Rawsrvnt's impact on the football team cannot be overstated. We had more football players attend his concert than we've ever had at any Christian event or meeting in UConn's history. Since then his brother, Bobby, has been leading a football Bible study this summer with more than 35 players involved. His personal investment in our ministry truly has been a game changer, and I'm excited to see the ongoing fruit of Eddy's ministry to us!"

John Vampatella
Missional Team Leader for Cru and AIA

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Scott Thomson
Missional Team Leader for Cru

"I've been a fan of Rawsrvnt's music so I knew the excitement that was about to come spiritually. However, I knew that other students were thinking that they were just going to stop by for a little bit and ended up staying for the whole concert which really shows how his music grabbed the attention of the athletes and the student body at the school."

Jeremy Davis
UConn Graduate
Current NY Giants WR

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Deshon Foxx
UConn Graduate
Current Seattle Seahawks WR

"Having my big brother, Rawsrvnt, come to UConn to perform was something that I have been hoping for since I came here. The event was amazing as we had a third of the football team there on a Saturday night. To get them out of their routine is hard to do and watching them come and put their hands up in prayer and worship was so cool to see. My big brother is so down to earth and just shares things that are so easy to relate to and understand. Having him here at UConn was such a blessing."

Bobby Puyol
Student and Kicker at UConn

"Eddy clearly has gift for fluidly sharing the gospel. Nothing about his performance and talk was corny at all. Eddy held the crowd for the whole evening with his music and used that platform to give a simple, but powerful, testimony. He spoke honestly and came across as someone who had once been in the same shoes as those he was speaking to, particularly those that didn't know Jesus. Everyone in the room was attentive to his message and had a real opportunity to meet Jesus that night."

Matt Rescsanski
UConn Graduate
Former Chief Financial Officer for Cru

WHAT PEOPLE ARE SAYING ABOUT RAWSRVNT'S VISIT TO UCONN

"He's a down-to-earth guy who is easy to talk with and is fun to be around. He makes you feel like you can share without being judged and understands that people are at different places in life. He helps you at your own pace."

Sean Marinan Jr.
Student and Nose Tackle at UConn

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Caroline Olesiak
Student at UConn

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"I love how much Rawsrvnt incorporates his family in all that he does and how much he had to change his life around to set an example for his brother and sister. This made a connection to people within the crowd and some students that were someone's little brother or big brother that had to set examples for their own. So altogether I think that it was very impactful to all students and staff that were there to experience it themselves. I had fun!"

Junior Lee
Student and Safety at UConn

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"In both instances (the concert and weekly AIA meeting), I saw the reflection of Christ's love for people as Eddy took the time to spend time, get to know, share his story, and make a connection with us. Eddy Puyol aka Rawsrvnt demonstrated God's love for us through his actions and words."

Marquise Vann
Student and Linebacker at UConn

"Meeting Rawsrvnt was an experience that I will not soon forget! The ability he has of not only performing on stage but also connecting to each and every person he meets is one of a kind. His message of the Lord is one that allows people of all ages, genders, and races to create a new relationship with Christ like never before."

Steve Hashemi
Student and Offensive Tackle at UConn

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"Eddy Puyol brought a lot of love and energy to Connecticut with him. On stage and in person, it was easy to see he genuinely believed in what he preached. Honest, raw, relatable."

Margot Manning
Student and Swimmer at UConn

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"I was very uplifted by the concert. It was energizing and thought-provoking at the same time. The truths and vulnerability Eddy shared about his early years stood in stark contrast the power and motivation we saw before us on the stage. A good time, a great message! Something every college kid should see."

Jim Gugliotti
Resident of Connecticut

To book Rawsrvnt for your next campus event contact

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