

The 2017 Event Game Plan

Mobilizing the Men of Your Church to an Off-Site Conference

Event: IRON SHARPENS IRON **CHAMPAIGN, IL** Men's Conference

Goal: Give every man in your church the necessary five to seven touches that most men need to make a decision to attend a men's event.

Number of weeks before the Event	Action Items to Mobilize Men to the Conference & build momentum for your ministry to men	• Email
8-10 weeks out Feb 12 2017	Ask men and women to pray! Introduce the event. Send men an email with link: www.rpmfm.org	• Posters • Brochures • Power Point
7 weeks out Feb 19 2017	Hand out brochures at church. Put up posters. Make pulpit announcement at church. Use the power point presentation.	• Bulletin Insert • Email
6 weeks out Feb 26 2017	Posters are up. Brochures are available. Use the Bulletin Insert on Sunday morning. Short announcement that sign-up begins next week. During the week – email men regarding sign-up.	• Sign Up Sheet • Power Point • Table • Volunteers
5 weeks out Mar 5 2017	Pastors and leaders - be sure to sign up first. Repeat the power point presentation. Announce that sign up begins TODAY. Have men at a sign up table outside the sanctuary. Call RPM if you need more brochures	• Email • Volunteers • Phone Calls • Bulletin Insert
4 weeks out Mar 12 2017	Email all the men of the church; ask <i>Did you sign up?</i> Point men to the website: www.rpmfm.org Several men begin to make phone calls inviting men. Use the Bulletin Insert. Continue with the sign up.	• Power Point • Volunteers • Phone Calls • Email
3 weeks out March 19 2017	Repeat the power point presentation. Men staff the sign up table and extend invitations. Review who is going and who has yet to decide. Make phone calls to all undecided men this week. Send an email with ' <i>Sign up ends this coming Sunday</i> '	• Poster Board • Power Point • Bulletin Insert • Volunteers
2 weeks out March 26 2017	Buy a 30" x 48" poster board. Transfer the names of the men on the sign up sheet to the poster board. Use the power point presentation and bulletin insert. Highlight that this is the LAST SUNDAY to sign up Monday and Tuesday – make final invitations to men	• Final Roster • Check or CC
10-12 days before event date March 29 2017	<u>Call</u> or <u>Email</u> or <u>Fax</u> or <u>Mail</u> Your Registration Form	
1-2 weeks after the men's event.	Provide an opportunity for men to ' testify ' to what they are applying as a result of the men's event.	• Date and Place April 16 2017 • Date and Place