

# The 2017 Event Game Plan

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

**Event:** IRON SHARPENS IRON **O'FALLON, 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	
8-10 weeks out <b>Dec 25 2016</b>	<b>Ask men and women to pray!</b> <b>Introduce the event.</b> Send men an email with link: <a href="http://www.rpmfm.org">www.rpmfm.org</a>	<ul style="list-style-type: none"> <li>• Email</li> </ul>
7 weeks out <b>Jan 1 2017</b>	Hand out brochures at church. Put up posters. <b>Make pulpit announcement at church.</b> Use the power point presentation.	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Brochures</li> <li>• Power Point</li> </ul>
6 weeks out <b>Jan 8 2017</b>	Posters are up. Brochures are available. Use the Bulletin Insert on Sunday morning. Short announcement that sign-up begins next week. <b>During the week – email men regarding sign-up.</b>	<ul style="list-style-type: none"> <li>• Bulletin Insert</li> <li>• Email</li> </ul>
5 weeks out <b>Jan 15 2017</b>	Pastors and leaders - be sure to sign up first. Repeat the power point presentation. <b>Announce that sign up begins TODAY.</b> Have men at a sign up table outside the sanctuary. Call <b>RPM</b> if you need more brochures	<ul style="list-style-type: none"> <li>• Sign Up Sheet</li> <li>• Power Point</li> <li>• Table</li> <li>• Volunteers</li> </ul>
4 weeks out <b>Jan 22 2017</b>	Email all the men of the church; ask <i>Did you sign up?</i> Point men to the website: <a href="http://www.rpmfm.org">www.rpmfm.org</a> <b>Several men begin to make phone calls inviting men.</b> Use the Bulletin Insert. Continue with the sign up.	<ul style="list-style-type: none"> <li>• Email</li> <li>• Volunteers</li> <li>• Phone Calls</li> <li>• Bulletin Insert</li> </ul>
3 weeks out <b>Jan 29 2017</b>	Repeat the power point presentation. <b>Men staff the sign up table and extend invitations.</b> 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> '	<ul style="list-style-type: none"> <li>• Power Point</li> <li>• Volunteers</li> <li>• Phone Calls</li> <li>• Email</li> </ul>
2 weeks out <b>Feb 5 2017</b>	<b>Buy a 30" x 48" poster board.</b> 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 <b>LAST SUNDAY</b> to sign up Monday and Tuesday – make final invitations to men	<ul style="list-style-type: none"> <li>• Poster Board</li> <li>• Power Point</li> <li>• Bulletin Insert</li> <li>• Volunteers</li> </ul>
10-12 days before event date <b>Feb 8 2017</b>	<b><u>Call</u> or <u>Email</u> or <u>Fax</u> or <u>Mail</u> Your Registration Form</b>	<ul style="list-style-type: none"> <li>• Final Roster</li> <li>• Check or CC</li> </ul>
1-2 weeks after the men's event	Provide an opportunity for men to ' <b>testify</b> ' to what they are applying as a result of the men's event.	<ul style="list-style-type: none"> <li>• Date and Place <b>FEB 26 2017</b></li> </ul>