

# The 2017 Event Game Plan

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

**Event:** IRON SHARPENS IRON **SPRINGFIELD, 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  
**Jan 22 2017**

**Ask men and women to pray!**  
**Introduce the event.**

Send men an email with link: [www.rpmfm.org](http://www.rpmfm.org)

- Email

7 weeks out  
**Jan 29 2017**

Hand out brochures at church. Put up posters.  
**Make pulpit announcement at church.**  
Use the power point presentation.

- Posters
- Brochures
- Power Point

6 weeks out  
**Feb 5 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.**

- Bulletin Insert
- Email

5 weeks out  
**Feb 12 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

- Sign Up Sheet
- Power Point
- Table
- Volunteers

4 weeks out  
**Feb 19 2017**

Email all the men of the church; ask *Did you sign up?*  
Point men to the website: [www.rpmfm.org](http://www.rpmfm.org)  
**Several men begin to make phone calls inviting men.**  
Use the Bulletin Insert. Continue with the sign up.

- Email
- Volunteers
- Phone Calls
- Bulletin Insert

3 weeks out  
**Feb 26 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 '*Sign up ends this coming Sunday*'

- Power Point
- Volunteers
- Phone Calls
- Email

2 weeks out  
**Mar 5 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

- Poster Board
- Power Point
- Bulletin Insert
- Volunteers

10-12 days before event date  
**Mar 8 2017**

**Call or Email or Fax or Mail  
Your Registration Form**

- Final Roster
- Check or CC

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  
**March 26 2017**