

## The 2023 Event Game Plan

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

**Event:** IRON SHARPENS IRON **SATURDAY MARCH 25<sup>TH</sup> 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.

| # of weeks before the event                                | Action Items to Mobilize Men to the Conference & build momentum for your ministry to men   |
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| 8 weeks out<br><b>Jan 28<sup>th</sup>, 2023</b>            | <ol style="list-style-type: none"> <li><b>Ask men and women to pray!</b></li> <li><b>Introduce the event.</b></li> <li>Send men an email with link: <a href="http://www.rpmfm.org">www.rpmfm.org</a></li> </ol> <ul style="list-style-type: none"> <li>• Email</li> </ul>  |
| 7 weeks out<br><b>Feb 4<sup>th</sup>, 2023</b>             | <ol style="list-style-type: none"> <li>Hand out brochures at church. Put up posters.</li> <li><b>Make pulpit announcement at church.</b></li> <li>Use the power point presentation.</li> </ol> <ul style="list-style-type: none"> <li>• Posters</li> <li>• Brochures</li> <li>• Power Point</li> </ul>   |
| 6 weeks out<br><b>Feb 11<sup>th</sup>, 2023</b>            | <ol style="list-style-type: none"> <li><b>Posters are up...brochures are available!</b></li> <li>Use the bulletin insert on Sunday morning.</li> <li>Short announcement that sign-up begins next week.</li> <li><b>During the week, email men about sign-up.</b></li> </ol> <ul style="list-style-type: none"> <li>• Bulletin Insert</li> <li>• Email</li> </ul>   |
| 5 weeks out<br><b>Feb 18<sup>th</sup>, 2023</b>            | <ol style="list-style-type: none"> <li><b>Pastors and leaders, be sure to sign up first!</b></li> <li>Repeat the power point presentation.</li> <li><b>Announce that sign up begins TODAY!</b></li> <li>Have men at a sign up table outside the sanctuary.</li> <li>Call <b>RPM</b> if you need more brochures.</li> </ol> <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<br><b>Feb 25<sup>th</sup>, 2023</b>            | <ol style="list-style-type: none"> <li>Email all the men of the church; ask "<i>Did you sign up?</i>"</li> <li><b>Begin to make phone calls inviting men!</b></li> <li>Use the bulletin insert; continue with the sign up.</li> </ol> <ul style="list-style-type: none"> <li>• Email</li> <li>• Volunteers</li> <li>• Phone Calls</li> <li>• Bulletin Insert</li> </ul>  |
| 3 weeks out<br><b>March 4<sup>th</sup>, 2023</b>           | <ol style="list-style-type: none"> <li>Repeat the power point presentation.</li> <li><b>Men staff the sign up table and extend invitations.</b></li> <li>Review who is going and who has yet to decide.</li> <li>Make phone calls to all undecided men this week.</li> <li>Send an email with '<i>Sign up ends this coming Sunday</i>'</li> </ol> <ul style="list-style-type: none"> <li>• Power Point</li> <li>• Volunteers</li> <li>• Phone Calls</li> <li>• Email</li> </ul>                        |
| 2 weeks out<br><b>March 11<sup>th</sup>, 2023</b>          | <ol style="list-style-type: none"> <li><b>Buy a 30" x 48" poster board.</b> Transfer the names of the men on the sign up sheet to the poster board.</li> <li>Use the power point presentation and bulletin insert.</li> <li>Highlight that this is the <b>LAST SUNDAY</b> to sign up.</li> <li>Monday and Tuesday – make final invitations to men.</li> </ol> <ul style="list-style-type: none"> <li>• Poster Board</li> <li>• Power Point</li> <li>• Bulletin Insert</li> <li>• Volunteers</li> </ul> |
| 10 days before event<br><b>March 15<sup>th</sup>, 2023</b> | <p style="text-align: center;"><b>Call, Email, Fax, or Mail Your Registration Form!</b></p> <ul style="list-style-type: none"> <li>• Final Roster</li> <li>• Check or CC</li> </ul>  |
| 1-2 weeks after the event                                  | <p>Provide an opportunity for men to <b>'testify'</b> to what they are applying as a result of the men's event.</p> <ul style="list-style-type: none"> <li>• Date and Place<br/><b>April 8<sup>th</sup>, 2023</b></li> </ul>   |