

The 2024 Event Game Plan

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

Event: IRON SHARPENS IRON **SATURDAY MARCH 2ND ST. LOUIS, MO 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
8 weeks out Jan 6, 2024	<ol style="list-style-type: none"> 1. Ask men and women to pray! 2. Introduce the event. 3. Send men an email with link: www.rpmfm.org <ul style="list-style-type: none"> • Email
7 weeks out Jan 13TH, 2024	<ol style="list-style-type: none"> 1. Hand out brochures at church. Put up posters. 2. Make pulpit announcement at church. 3. Use the power point presentation. <ul style="list-style-type: none"> • Posters • Brochures • Power Point
6 weeks out Jan 20TH, 2024	<ol style="list-style-type: none"> 1. Posters are up...brochures are available! 2. Use the bulletin insert on Sunday morning. 3. Short announcement that sign-up begins next week. 4. During the week, email men about sign-up. <ul style="list-style-type: none"> • Bulletin Insert • Email
5 weeks out Jan 27TH, 2024	<ol style="list-style-type: none"> 1. Pastors and leaders, be sure to sign up first! 2. Repeat the power point presentation. 3. Announce that sign up begins TODAY! 4. Have men at a sign up table outside the sanctuary. 5. Call RPM if you need more brochures. <ul style="list-style-type: none"> • Sign Up Sheet • Power Point • Table • Volunteers
4 weeks out Feb 3rd, 2024	<ol style="list-style-type: none"> 1. Email all the men of the church; ask "<i>Did you sign up?</i>" 2. Begin to make phone calls inviting men! 3. Use the bulletin insert; continue with the sign up. <ul style="list-style-type: none"> • Email • Volunteers • Phone Calls • Bulletin Insert
3 weeks out Feb 10th, 2024	<ol style="list-style-type: none"> 1. Repeat the power point presentation. 2. Men staff the sign up table and extend invitations. 3. Review who is going and who has yet to decide. 4. Make phone calls to all undecided men this week. 5. Send an email with '<i>Sign up ends this coming Sunday</i>' <ul style="list-style-type: none"> • Power Point • Volunteers • Phone Calls • Email
2 weeks out Feb 17th, 2024	<ol style="list-style-type: none"> 1. Buy a 30" x 48" poster board. Transfer the names of the men on the sign up sheet to the poster board. 2. Use the power point presentation and bulletin insert. 3. Highlight that this is the LAST SUNDAY to sign up. 4. Monday and Tuesday – make final invitations to men. <ul style="list-style-type: none"> • Poster Board • Power Point • Bulletin Insert • Volunteers
10 days before event Feb 21st, 2024	<p>Call, Email, Fax, or Mail Your Registration Form!</p> <ul style="list-style-type: none"> • Final Roster • Check or CC
2 weeks after the event	<p>Provide an opportunity for men to 'testify' to what they are applying as a result of the men's event.</p> <ul style="list-style-type: none"> • Date and Place Mar 16th, 2024