

2010 Conference Game Plan

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



Iron Sharpens Iron Men's Conferences Series



Colonial Heights VA, February 20, 2010 Fredericksburg VA, March 20, 2010 Richmond VA, April 24, 2010

Event: 2010 Iron Sharpens Iron National Men's Conference
Goal: Give every man in your church the five to seven touches 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 Event & to build momentum for your ministry to men	Resources You Need
7-8 weeks out	Ask people (especially women) to pray! Introduce the event to your church. Put up posters. Send men an email with link to the ISI page at www.noblewarriors.org Make pulpit announcement at church.	<ul style="list-style-type: none"> • Posters • Email
6 weeks out	Posters are up. Brochures are available. Hand out and/or display brochures at church. Use the Standard Bulletin Insert this Sunday morning. Short announcement that sign-up begins <i>next week</i> . During the week – email men regarding sign-up.	<ul style="list-style-type: none"> • Bulletin Insert • Email • Brochures • Power Point
5 weeks out	Pastors and leaders - be sure to sign up first. Repeat the 1 minute power point presentation. Announce that SIGN UP BEGINS TODAY . Have men at a sign up table outside the sanctuary. Call Noble Warriors if you need more brochures.	<ul style="list-style-type: none"> • Sign Up Sheet • Power Point • Table • Volunteers
4 weeks out	Email all the men of the church; ask ' <i>Did you sign up?</i> ' Point men to the ISI page at www.noblewarriors.org Several men begin to make phone calls inviting men. Use the Bulletin Insert. Continue with the sign up.	<ul style="list-style-type: none"> • Email • Volunteers • Phone Calls • Bulletin Insert
3 weeks out	Repeat the 1 minute 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> '	<ul style="list-style-type: none"> • Power Point • Volunteers • Phone Calls • Email
2 weeks out	Buy a 30" x 48" foam core 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. Next 2 days, Mon. & Tues. – make final invites to men	<ul style="list-style-type: none"> • Poster Board • Power Point • Bulletin Insert • Volunteers
11-12 days before event date	<p><u>Call or Email or Fax or Mail</u> Your Registration Form to Noble Warriors</p>	<ul style="list-style-type: none"> • 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.	<ul style="list-style-type: none"> • Date and Place
2-3 months later	Schedule an 'in-house' dinner or breakfast for men to serve as a follow-up event and consider inviting one of the seminar speakers to visit your church	<ul style="list-style-type: none"> • Date and Place