

ISI 2010 Men's Conference GAME PLAN

February 20, 2010 – Castro Valley Neighborhood Church, Castro Valley, CA

Mobilizing the Men of Your Church to an Off-Site 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. **NOTE:** Because of the 2009 Holiday season, we recommend doing some promotion in EARLY DECEMBER, and then hit it strong in the month of January 2010.

Questions: Please call us at 866-982-7458 or email us at contact@mensministrycatalyst.org.

Number of weeks before the event	Action items to mobilize men to the event and to build momentum for your ministry to men	Resources you need
10 weeks out 12/6/09	Ask people to pray! Introduce the event to your church. Put up posters.. Send men an email with a link to www.mensministrycatalyst.org/isi/isi_castrovalley.asp	<ul style="list-style-type: none"> • Posters • Email
9 weeks out 12/13/09	Hand out bulletin insert at church to use as an event overview. Make pulpit announcement at church.	<ul style="list-style-type: none"> • Bulletin inserts • Announcement
6 weeks out 1/3/10	Posters are up. Copy the bulletin Insert and put it in your bulletin this weekend service. Have extras available. 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 inserts • Announcement • Email
5 weeks out 1/10/10	Pastors and leaders - be sure to sign up first. Announce that SIGN UP BEGINS TODAY . Have men at a sign up table outside the sanctuary. Make sure you have enough of the event inserts on hand.	<ul style="list-style-type: none"> • Announcement • Sign-up sheet • Volunteers • Inserts • Save-the-date postcards • Customized invite cards
4 weeks out 1/17/10	Email all the men of the church; ask <i>'Did you sign up?'</i> Point men to the website for more detailed info. www.mensministrycatalyst.org/isi/isi_castrovalley.asp 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 inserts • Customized invite cards
3 weeks out 1/24/10	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"> • Volunteers • Bulletin inserts • Email • Customized invite cards
2 weeks out 1/31/10	Use the bulletin insert IN YOUR BULLETIN again. Highlight that this is the LAST WEEKEND to sign up. Next 2 days, Mon. & Tues. – make final invites to men.	<ul style="list-style-type: none"> • Bulletin inserts • Volunteers • Customized invite cards
10 days before event 2/10/10	Fax (570-796-8152) or mail your completed registration form (plus check) to Men's Ministry Catalyst, 6250 Village Pkwy, Suite 250, Dublin, CA 94568	<ul style="list-style-type: none"> • Final roster • Check
1-2 weeks after event 2/27 – 3/6	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 after event 3/10 – 4/10	Schedule an 'in-house' dinner or breakfast for men.	<ul style="list-style-type: none"> • Date and place