

MEN'S MINISTRY CATALYST

November 2009

To: Pastor and Men's Leader
From: James Steiner and Jim Grassi, Men's Ministry Catalyst
Re: Church Promotion Packet

Greetings!

One of our best resources the last few years has become the annual **IRON SHARPENS IRON** one-day men's conferences that we hold each spring and fall in various locations. Hundreds of local churches send thousands of men to this first class resource. We bring in the best of the best in ministry to men and have an assortment of seminars that are uniquely specific to men.

These Iron Sharpens Iron conferences are for **men of all ages**: *Emerging Men* (13-19), *Pioneering Men* (20-29) *Full Throttle Men* (30-55) & *Seasoned Men* (55+). These men's conferences are about more than exhortation and a spiritual high – they are about equipping men for godly living and spiritual leadership.

This Church Promotion Packet includes materials to help you mobilize men for the upcoming 2010 Men's Conference coming to Castro Valley, CA. We believe that this one-day conference on **Saturday, February 20th** will be a wonderful resource for your ministry to men and through men, and we want to help your church successfully promote it.

Mobilizing men to an off-site conference is no easy thing! We have included an updated **2010 Conference Game Plan**. Please give this document a good look. This timeline has been developed based on lessons learned from Promise Keepers, other churches, and experience by other men's ministries throughout the country who have hosted this event. We wanted to pass their learning on to you. We have found that all of these elements are important to accomplish the 5-7 necessary touches most men need to make a decision to attend an event like this.

Included in this envelope you will find the following materials:

- ❖ **2010 Conference Game Plan**
- ❖ **Conference Posters (2)**
- ❖ **Bulletin Insert Master** - Use this piece as an event overview
- ❖ **Promotional DVD**
- ❖ **Blank Sign-Up Sheet**
- ❖ **Save-the-date postcards (10)**
- ❖ **Sample Email/pulpit text**

Please also visit our ISI church website: www.mensministrycatalyst.org/isichurch/isichurch_cv.asp. On this page we have posted all of these elements electronically, INCLUDING a 6-up invite card that you can customize for your church, cut up and hand out to guys for them to share with their friends and family. If you need to reprint any items, please visit this webpage.

We are here to serve you. Call us at (866) 982-7458 if you need more of any materials, need some encouragement, or just have a question about what happens at a conference. We believe God will use this conference to sharpen mighty men who will stand strong for Him.

Serving with you,

James Steiner and Jim Grassi

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ISI Registration: www.mensministrycatalyst.org/isi
ISI Church resources: www.mensministrycatalyst.org/isichurch

