

# FOCAL POINT

MINISTRIES

To: Pastor and Men's Ministry Leader  
Re: Church Promotion Packet / Mobilization Strategy

Greetings in the name of the Lord Jesus Christ!

Enclosed is your **2020 Church Promotion Packet and Mobilization Strategy** for the upcoming ISI men's conferences. This one-day equipping conference is an outstanding resource for your ministry to men and *through* men. Since 2007, **over 27,000 men** in Illinois, Iowa, Wisconsin, Minnesota, and Indiana have been blessed, fed, and sharpened by Iron Sharpens Iron. We are excited for you to join us for this first-class equipping conference for men – right here in your own back yard!

We understand that mobilizing men to an offsite event is not easy. This packet and the online tools listed below will help you do just that. We especially encourage you to utilize the **Conference Game Plan** to help you plan and execute **mobilizing your men to the conference**.

➤ **Valuable tools downloadable from our Website:**

- **Conference Game Plan for Mobilizing Men**
- **Bulletin Insert Master for each Conference**
- **PowerPoint Slide for each Conference Location**
- **Conference Promotional Video**
- **Sign-up Sheet**
- **Registration Form**
- **Schedule of the Day**
- **Sample Text for Bulletin Inserts and Email Blasts**
- **A Complete Listing of Seminar Presenters**



Focal Point Ministries is here to serve you. Call or email us if you have any questions about the Iron Sharpens Iron conference. We believe that Almighty God will use this conference to raise up and sharpen men of God who will stand strong for Him.

Serving With You,

A handwritten signature in black ink that reads 'Roy A. Abbott'. The signature is written in a cursive, flowing style.

Roy Abbott  
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