

2023 IRON SHARPENS IRON CONFERENCE GAME PLAN

MOBILIZE YOUR LADIES! Use this 8-week checklist to inspire a group of women by giving them the necessary 5-7 “touches” most women need to make a decision to attend an event.

8 Weeks Out: February 27 – March 3

- Put up Poster. Hand out Summary Flyer at church
- Make a general announcement about the conference from the pulpit

7 Weeks Out: March 6-10

- Make short announcement at church that sign-up begins next week
- During the week, email women regarding sign-up

6 Weeks Out: March 13-17

- Ministry leaders should be the first to sign up
- Ask several women to sign up *before* posting the sign-up sheet
- Show the PowerPoint Slide ([download from FPM Website](#))
- Announce from platform: “*SIGN-UP BEGINS TODAY*”
- Post several women at the sign-up table.
- Have plenty of Summary Flyers available to hand out

5 Weeks Out: March 20-24

- Email the ladies; ask them specifically if they’ve signed up
- Select some key leaders who can begin to make phone calls encouraging women to sign up
- Consider putting the names of those signed up on a larger sign-up *board* to motivate others to jump onboard!
- Begin to make travel plans (carpool or even get a bus!)

4 Weeks Out: March 27-31

- Use the power of testimony. Have someone share a testimony of the power of God in a woman’s life when she is in community with other godly women.
- Review the sign-up sheet and call the undecided women this week

3 Weeks Out: April 3-7

- Call, mail, or fax your registration in this week. Don’t be shut out! You can add more later if necessary, but get that first group in now.
- Repeat the PowerPoint Slide this Sunday
- Share from the pulpit “*One week left to register!*”

2 Weeks Out: April 10-14

- If the conference is not already sold out, register a second group
- Make a final appeal from the pulpit on Sunday

1 Week Out: April 17-21

- Confirm travel, lunch, and dinner plans for after the conference
- Invite men to pray for the women attending

MAXIMIZE YOUR TIME TOGETHER

Travel Together Have the women meet at your church or another strategic location. Begin the day by grabbing a cup of coffee and having some conversation as you all prepare for the day.

Show Your Unity Find some way to build relationship and encourage unity among your ladies. Provide a t-shirt with your church logo for them to wear to the conference? Perhaps a coffee mug with the ISI logo on it? Something to commemorate the day and the trip together.

Seminar Selection Encourage women to attend different seminars based on interest, needs, and seasons of life.

Eat Lunch Together Make arrangements to meet together as a group for lunch. The lunch break is a great time to discuss and process the morning seminars together.

Stay For The Whole Day The conference will end promptly at 4:00 PM. Encourage the women to stay for the whole day. Often the closing message can be the highlight of the conference.

Purchase The Audio Recordings A great way to maximize the conference experience is to purchase the MP3 audio recordings. These can be listened to - and even used for small group discussions - for months and years after the conference is over.

Pick Up The Iron Sharpens Iron Worship CD Worship is essential. Capture the experience and make it last for years to come. The ISI Worship CD helps women remember what the conference meant to them.