



MOBILIZE YOUR MEN

Use this checklist to give each man in your church the necessary 5 to 7 contacts that most need to make a decision to attend an event

2-4 MONTHS OUT:

- Get the Iron Sharpens Iron Conference on your church's calendar as a significant event.
- ✗ Start recruiting a few guys who will make early commitments to join you in promoting.
- Hang a few posters throughout your church.
- ✗ Send out a 'save the date' email touch to your men.

6-8 WEEKS OUT:

- Make sure posters are up in your church. (get in touch with us to request more)
- ✗ Make a pulpit announcement about the conference and when registration begins.
- Engage your youth leader and make sure everyone knows men as young as 13 are invited.
- ✗ Download our PowerPoint slide, 1 minute Promo video, and other ISI resources from www.focalpointministries.net

5 WEEKS OUT:

- Email the men; specifically ask "Did you sign up?"
- ✗ Select several men and have them begin to make phone calls inviting men —a **personal invitation is most effective**
- Use the bulletin insert provided in your church packet and continue with the sign-up.
- ✗ Begin to make travel plans and dinner plans for the conference.

4 WEEKS OUT:

- Show the one minute promotional video in church on Sunday. **It's important that wives see what happens at ISI.**
- ✗ Review who's going and call the undecided men.
- Consider putting names on a larger sign-up board.

3 WEEKS OUT:

- Call, email or fax your group registration. Don't be shut out. You can add more later at the same rate! (As long as seating allows)
- ✗ Repeat the PowerPoint slide. **Keep recruiting men.**
- Share from the pulpit one week left to sign-up!

2 WEEKS OUT:

- If not already **SOLD OUT** register a second group.
- ✗ Make a final appeal on Sunday morning to the men.

1 WEEK OUT:

- Confirm travel, lunch and dinner plans with the men.
- ✗ Recruit women and youth to cover men in prayer

MAXIMIZE YOUR TIME TOGETHER

TRAVEL TOGETHER - Have the men meet at your church or another strategic location. Begin the day by grabbing coffee and having some conversation as you prepare for the day.

SHOW YOUR UNITY - One way of building unity with the men of your church is to provide every man who attends the conference a shirt, vest or sweater with the Focal Point Ministries logo and/or Iron Sharpens Iron logo. This also will remind men for years to come about their time together at the conference.

WORSHIP TOGETHER - The sanctuary at an ISI Conference opens at 8:15 AM so position your men to be ready to enter together, sit together and worship together at the opening main session.

SEMINAR SELECTION - Encourage men to attend different seminars based on their interests and their different seasons of life. Inform each man where you will meet after the seminars.

EAT LUNCH TOGETHER - Gather the men together after lunch at a specific location. Consider bringing coolers of sandwiches and drinks or even tailgating together. The lunch break is a great time to discuss and process the morning seminars.

STAY FOR THE DAY - The conference will end promptly at 4:55 PM. Be sure to stay for the day and encourage the men of your church to do the same. Often times the closing message is the highlight of the conference for men.

ORDER RECORDINGS - One of the best ways to bring the conference home is to order recordings of the keynote messages and the equipping workshops at the conference or online at www.focalpointministries.net

SUSTAIN YOUR MOMENTUM

DINNER THE NIGHT OF THE CONFERENCE

The best place to begin to capture the momentum of the men's conference is the **ride home** and possibly planning ahead to stop for dinner that night.

PROVERBS 27:17 NIGHT

Plan an Iron Sharpens Iron Night where men share testimonies of what they learned at the conference and what they are going to do. **Use the time to pair men up to pray together.**

SMALL GROUPS

Select leaders who will invite others to join a men's only small. There are a variety of proven small group resources such as Authentic Manhood: 33 Series from Men's Fraternity and Courageous Living Bible Study from the creators of Courageous, the movie. Contact Focal Point Ministries for other resources and support.

RESOURCES

There are a variety of proven small group resources for men such as Courageous Living Bible Study and Authentic Manhood: 33, the new series from the creators of Men's Fraternity. **Contact us at roy@focalpointministries.net for more info.**

FATHER'S DAY IN JUNE

Be sure to do something to honor all fathers and sons in your church.