



2011 Iron Sharpens Iron Conference Game Plan

Mobilizing the Men of Your Church to the October 29th Men's Conference



Goal: Give every man in your church the necessary five to seven touches most men need when making a decision to attend a men's event!

Date	Action Items to Mobilize Men to the Event & to build momentum for your ministry to men	Resources You Will Need
Sept. 11	Put up posters. Hand out event brochures at church. Make pulpit announcement at church.	<ul style="list-style-type: none"> • Brochures • Posters
Sept. 18	Posters are up. Brochures are available. Use the Bulletin Insert #1 this Sunday morning. 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 Insert • Email
Sept. 25	Pastors and leaders - be sure to sign up first. Create and use a power point slide. Announce that SIGN UP BEGINS TODAY . Have men at a sign up table outside the sanctuary. Call Iron Sharpens Iron if you need more brochures	<ul style="list-style-type: none"> • Sign Up Sheet • PowerPoint • Table • Volunteers
Oct. 2	Email all your men asking 'Did you sign up?' Point men to the website: www.IronSharpensIron.net Several men begin to make phone calls inviting men. Use Bulletin Insert #2. Continue with the sign up.	<ul style="list-style-type: none"> • Email • Volunteers • Phone Calls • Bulletin Insert
Oct. 9	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 'Sign up ends this coming Sunday'	<ul style="list-style-type: none"> • Volunteers • Phone Calls • Email
Oct. 16	Use the Power Point presentation and bulletin insert #1 Highlight that this is the LAST SUNDAY to sign up. Next 2 days, Mon. & Tues. – make final invites to men	<ul style="list-style-type: none"> • PowerPoint • Bulletin Insert • Volunteers
Before Oct. 19	<u>Call or Email or Fax or Mail</u> Your Registration Form to Iron Sharpens Iron	<ul style="list-style-type: none"> • Final Roster • Check or CC
Nov. 6 – Nov. 13	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 Place
Jan. or Feb. 2012	Schedule an 'in-house' dinner or breakfast for men	<ul style="list-style-type: none"> • Date Place

Any questions – please call Sam Richbart at 716.631.3498. We are praying for God's Favor as you reach out and extend a personal invitation to the men.

www.IronSharpensIron.net