



PROMISE KEEPERS

THE STRATEGY

A step-by-step plan to give every man in your church the 5-7 contacts that most men need in order to mobilise them to attend the PK "Leave No Man Behind" Event.

No. of Weeks Before Event	Day	Action Steps	Resources You Need
8-10 Weeks Out DISCOUNT CUT-OFF	During week:	<ul style="list-style-type: none"> <input type="checkbox"/> Decide to become a Promise Keepers Supporting Church (sign and return form). <input type="checkbox"/> Pastor commits to attend the PK Leave No Man Behind (LNMB) Event, as their example is important! <input type="checkbox"/> Appoint PK Group Leader and supporting team. (See PK website Events page for tips.) <input type="checkbox"/> Appoint Transition Youth Event Co-ordinator. Order Transition promo pack on Faxback form. <input type="checkbox"/> Use Faxback form to order resources from Promise Keepers. <input type="checkbox"/> Set up church's Group Registration online at www.promisekeepers.org.nz/Registration <input type="checkbox"/> Send all men an email invitation with PK link (above), Group Name and Contact Person for online registration. (See PK website Events page for email template #1.) <input type="checkbox"/> Prepare church bulletin insert #1 for use on Sunday(s). (See PK website Events page for template.) <input type="checkbox"/> Put up Event posters in church. Don't forget to put some in the men's toilets! <input type="checkbox"/> Consider holding a local event (with other churches?) where you can call men to biblical manhood and promote the Leave No Man Behind Event. Contact PK's Coaching Co-ordinator Dean Comerford dean@promisekeepers.org.nz for details and assistance. 	<ul style="list-style-type: none"> <input type="checkbox"/> Supporting Church form <input type="checkbox"/> PK Group Leader <input type="checkbox"/> Support team <input type="checkbox"/> Transition Co-ordinator <input type="checkbox"/> Faxback form <input type="checkbox"/> PK website <input type="checkbox"/> Email template #1 <input type="checkbox"/> Bulletin insert #1 <input type="checkbox"/> LNMB posters <input type="checkbox"/> PowerPoint #1 <input type="checkbox"/> LNMB brochures
	Sunday:	<ul style="list-style-type: none"> <input type="checkbox"/> Introduce Leave No Man Behind Event to church. Announce 8 wk discount cut-off date. <input type="checkbox"/> Ask people (especially women) to pray! <input type="checkbox"/> Use PowerPoint presentation #1 in services. (See PK website Events page for template.) <input type="checkbox"/> Hand out Leave No Man Behind brochures. 	
7 Weeks Out	During week:	<ul style="list-style-type: none"> <input type="checkbox"/> Put up Promise Keepers sign outside church. (You will have ordered this on the Faxback form.) <input type="checkbox"/> Prepare church bulletin insert #2 for use on Sunday. (See PK website Events page for template.) <input type="checkbox"/> Plan Leave No Man Behind roadtrip for your group. (See Roadtrip sheet or PK website Events page for details.) <input type="checkbox"/> Plan and action a fundraiser for men in financial need. (See PK website for fundraiser ideas.) 	<ul style="list-style-type: none"> <input type="checkbox"/> PK Sign <input type="checkbox"/> Bulletin insert #2 <input type="checkbox"/> Roadtrip sheet/website <input type="checkbox"/> Fundraiser ideas <input type="checkbox"/> Pastor's endorsement <input type="checkbox"/> PowerPoint #2 <input type="checkbox"/> LNMB brochures
	Sunday:	<ul style="list-style-type: none"> <input type="checkbox"/> Have Pastor endorse Leave No Man Behind Event from pulpit: "I'm going, who's coming with me?" <input type="checkbox"/> Use PowerPoint presentation #2. (See PK website Events page for template.) <input type="checkbox"/> Hand out Leave No Man Behind brochures. 	
6 Weeks Out	During week:	<ul style="list-style-type: none"> <input type="checkbox"/> Call/fax Promise Keepers if you need more brochures. <input type="checkbox"/> Prepare church bulletin insert #2 for use on Sunday. (See PK website Events page for template.) <input type="checkbox"/> Find volunteers for Leave No Man Behind Sunday and following weeks. 	<ul style="list-style-type: none"> <input type="checkbox"/> More LNMB brochures <input type="checkbox"/> Bulletin insert #2 <input type="checkbox"/> Volunteers <input type="checkbox"/> Promo DVD (short)
	Sunday:	<ul style="list-style-type: none"> <input type="checkbox"/> Ensure Leave No Man Behind brochures are available. <input type="checkbox"/> Show promo DVD (short version) as a teaser for Leave No Man Behind Sunday next week. 	
5 Weeks Out "Leave No Man Behind Sunday"	During week:	<ul style="list-style-type: none"> <input type="checkbox"/> Email men to encourage them to sign up. (See PK website Events page for email template #2.) <input type="checkbox"/> Prepare church bulletin insert #2 for use on Sunday. (See PK website Events page for template.) <input type="checkbox"/> Pastors and leaders to sign up first on clipboard sign-up lists, ready for Sunday. <input type="checkbox"/> Phone PK for list of registered men. Add these to clipboard lists so new men know they're not the first to sign up. 	<ul style="list-style-type: none"> <input type="checkbox"/> Email template #2 <input type="checkbox"/> Bulletin insert #2 <input type="checkbox"/> Clipboard lists <input type="checkbox"/> PK registered men list <input type="checkbox"/> Testimonies <input type="checkbox"/> PowerPoint #2 <input type="checkbox"/> Promo DVD (long) <input type="checkbox"/> Pastor's endorsement <input type="checkbox"/> PK table <input type="checkbox"/> Enthusiastic volunteers
	Sunday:	<ul style="list-style-type: none"> <input type="checkbox"/> Announce PK Leave No Man Behind SIGN-UP BEGINS TODAY. <input type="checkbox"/> Use personal testimonies in service from men who attended last year. <input type="checkbox"/> Use PowerPoint presentation #2 in service. (See PK website Events page for template.) <input type="checkbox"/> Use promo DVD (long version), announce roadtrip plans and encourage men to sign up! <input type="checkbox"/> Pastor to endorse Leave No Man Behind Event, pray for it and for men who will attend. <input type="checkbox"/> Man sign-up table in foyer. Have enthusiastic volunteers with clipboard lists approach men after service. 	
4 Weeks Out	During week:	<ul style="list-style-type: none"> <input type="checkbox"/> Prepare church bulletin insert #3 for use on Sunday. (See PK website Events page for template.) <input type="checkbox"/> Organise roster of volunteers for phoning men next week. <input type="checkbox"/> Circulate promo DVD and Leave No Man Behind brochures to other groups in church (men's/women's/youth groups). <input type="checkbox"/> Finalise roadtrip plans - transport, food, etc. (See Roadtrip sheet.) <input type="checkbox"/> Start planning for after Event. See Following the PK Event sheet for ideas on capturing momentum from the Event. <input type="checkbox"/> Announce 3 week discount cut-off is next week. 	<ul style="list-style-type: none"> <input type="checkbox"/> Bulletin insert #3 <input type="checkbox"/> Volunteers <input type="checkbox"/> Promo DVD <input type="checkbox"/> LNMB brochures <input type="checkbox"/> Roadtrip sheet <input type="checkbox"/> Following the PK Event sheet <input type="checkbox"/> PowerPoint #3 <input type="checkbox"/> Clipboard lists
	Sunday:	<ul style="list-style-type: none"> <input type="checkbox"/> Use PowerPoint presentation #3 in service. (See PK website Events page for template.) <input type="checkbox"/> Man the sign-up table & have enthusiastic volunteers with clipboard lists approach men after service. 	
3 Weeks Out DISCOUNT CUT-OFF	During week:	<ul style="list-style-type: none"> <input type="checkbox"/> Email all the men of the church asking, "Have you signed up yet?" 3 week discount ends this coming Sunday. Direct men to the website. (See PK website Events page for email template #3.) <input type="checkbox"/> Prepare church bulletin insert #3 for use on Sunday. (See PK website Events page for email template.) <input type="checkbox"/> Volunteers use church list to phone and invite all unregistered men. <input type="checkbox"/> Write names of registered men onto large whiteboard to put up in church. (See PK website Events promo_material) 	<ul style="list-style-type: none"> <input type="checkbox"/> Email template #3 <input type="checkbox"/> Bulletin insert #3 <input type="checkbox"/> Volunteers <input type="checkbox"/> Church phone list <input type="checkbox"/> Large whiteboard <input type="checkbox"/> Pastor's endorsement <input type="checkbox"/> PowerPoint #3 <input type="checkbox"/> Volunteers <input type="checkbox"/> Clipboard lists <input type="checkbox"/> PK website <input type="checkbox"/> Cheque/Credit Card
	Sunday:	<ul style="list-style-type: none"> <input type="checkbox"/> Put up whiteboard in auditorium. During service ask church to pray for these men. <input type="checkbox"/> Pastor to endorse Leave No Man Behind Event again: "I'm going, who's coming with me?" <input type="checkbox"/> Use PowerPoint presentation #3 in service. (See PK website Events page for email template.) <input type="checkbox"/> Man the sign-up table and have volunteers with clipboard lists approach men. 	
2 Weeks Out	During week:	<ul style="list-style-type: none"> <input type="checkbox"/> Make follow-up phone calls to all undecided men. <input type="checkbox"/> Prepare church bulletin insert #4 for use on Sunday. (See PK website Events page for email template.) 	<ul style="list-style-type: none"> <input type="checkbox"/> Bulletin insert #4 <input type="checkbox"/> Volunteers <input type="checkbox"/> Clipboard lists <input type="checkbox"/> PK website <input type="checkbox"/> Cheque/Credit Card
	Sunday:	<ul style="list-style-type: none"> <input type="checkbox"/> Continue collecting names on clipboard lists. <input type="checkbox"/> Go online and register all unregistered men or (e-mail spreadsheet) and make payment. These men will be sent their registration packs personally. 	
1 Week Out	During week:	<ul style="list-style-type: none"> <input type="checkbox"/> Email to men: "It's not too late to join us!" (See PK website Events page for email template #4.) <input type="checkbox"/> Prepare church bulletin insert #4 for use on Sunday. (See PK website Events page for email template.) <input type="checkbox"/> Plan for testimonies in Sunday service immediately after Leave No Man Behind Event. 	<ul style="list-style-type: none"> <input type="checkbox"/> Email template #4 <input type="checkbox"/> Bulletin insert #4 <input type="checkbox"/> PowerPoint #4 <input type="checkbox"/> Volunteers <input type="checkbox"/> Clipboard lists <input type="checkbox"/> PK website <input type="checkbox"/> Cheque/Credit Card
	Sunday:	<ul style="list-style-type: none"> <input type="checkbox"/> Highlight this is the LAST SUNDAY to sign up. (Often the last men to sign up are the ones who really need to be there.) <input type="checkbox"/> Use PowerPoint presentation #4 in service. (See PK website Events page for template.) <input type="checkbox"/> Continue collecting names on clipboard lists. <input type="checkbox"/> Go online and register all unregistered men or (e-mail spreadsheet) and make payment. These men will need to pick up their registration packs at the Leave No Man Behind Event: they will not be posted. <input type="checkbox"/> Finalise roadtrip plans. 	
LEAVE NO MAN BEHIND EVENT	Fri & Sat	<p>DUN 25-26 July CHC 15-16 August TGA 29-30 August WLG 12-13 September AKL 10-11 October</p> <ul style="list-style-type: none"> <input type="checkbox"/> Fri: Last minute or unregistered men bring payment to Group Help Desk and pick up registration pack. (They will need your Group Name and Contact Person.) Look forward to what God will do in your men at this awesome Event! 	<ul style="list-style-type: none"> <input type="checkbox"/> Sign-up list <input type="checkbox"/> Cheque/Credit card
Day After Event	Sunday:	<ul style="list-style-type: none"> <input type="checkbox"/> Let men testify about what happened to them at the Leave No Man Behind Event. 	<ul style="list-style-type: none"> <input type="checkbox"/> Testimonies
Week Following Event		<ul style="list-style-type: none"> <input type="checkbox"/> See Following the PK Event sheet for strategies on capturing momentum from the Event. <input type="checkbox"/> Promote and start Men's Small Groups. <input type="checkbox"/> Approach men about involvement in Men's Ministry. Start or strengthen your Men's Ministry Team. <input type="checkbox"/> Contact Dean Comerford regarding PK Ministry with Men Coaching: dean@promisekeepers.org.nz 	<ul style="list-style-type: none"> <input type="checkbox"/> Following the PK Event sheet <input type="checkbox"/> Good kept men <input type="checkbox"/> PK Coaching
2-3 Months After		<ul style="list-style-type: none"> <input type="checkbox"/> Provide opportunity for men (or their wives) to testify to what they are applying as a result of the LNMB Event. <input type="checkbox"/> Schedule dinner or breakfast "celebration event" for church men. See Following the PK Event sheet for ideas. <input type="checkbox"/> Plan your vision for next year. See Coaching on PK website. 	<ul style="list-style-type: none"> <input type="checkbox"/> Testimonies <input type="checkbox"/> Following the PK Event sheet <input type="checkbox"/> PK website