

YOUR ACTION STEPS

***to systematically build a successful
Ministry with Men in 2017***



Goals – What do you want to achieve?

Decide on the outcomes and work back from there. Also look at interconnections between activities and how one can build on another to help reach bigger goals.

Some goals are mutually exclusive. For example, it is very difficult to run an event to bring unchurched men to salvation while at the same time bringing spiritual growth to older Christians.

Activity – You choose 3

Now that you have decided the goals and outcomes you want to achieve, consider what activities will deliver these goals.

Settle on the three activities. Write the activities in sequential order for the year.

Activity 3 should capitalise on the PK Event experience by getting new men involved in your Men's Ministry.

Dates – Your line in the sand

Our motto is that until you have decided a date and booked a venue, you haven't got an event. Brainstorm with the team, consult the overall church calendar, consider outside dates like holidays and school terms then decide on your dates and get them into the church calendar. It is imperative that this is locked in as early as possible, otherwise you could get crowded out.

Planning your activity to reach your goals

Every event is different, so establish your timeline and key milestones. Refer to evaluations of previous events for improvements this time. What has been learnt from last time?

Promise Keepers has resource sheets to help you through these processes, as well as mentoring from our team.

Promotion – Ways you can rally the men

Any challenges in producing an event can be overcome. The biggest issue is always attendance. Promotion that engages men and makes them want to be part of the activity is crucial. There are many forms of advertising that create awareness, which helps when a personal invitation is made. How are you going to raise awareness? Who is going to be involved in the one-to-one invitations?

On the Day – Are you launch-ready?

Follow your program carefully. Be proactive so the team is ready to go with the next steps, to ensure the event flows smoothly and nothing gets missed out.

Check that all the human and physical resources are ready on the day. Do you have backup if any crucial part goes wrong?

Promotion of Next Activity – Here's to your next successful event

Keep your dates and activities front of mind. One of the best times to get men on board for other activities is while they are enjoying the current activity. Tell them what is coming up and ask for a commitment to be involved. Ask them to invite others. What are the clear steps you want them to take to sign up?

Evaluation of Goals – Did you hit the mark?

It is always preferable to ask for written feedback at the conclusion of the activity. This is more reliable than just verbal comments because you can look at patterns, not just random one-off comments. Use participants' comments in your team debrief to see what went well and what improvements could be made. Write this down and have it ready for planning future events.

What are your measurables to help decide if your goal has been achieved? Activities can sometimes go really well but not achieve results. Can the activity be better focussed so that the goal is achieved? For example, in evangelism one of the big factors is what the salvation call actually is and how it is delivered to get a response.