



TOP 10 TIPS FOR GROUP LEADERS

Promise Keepers has interviewed some of the most successful Group Leaders in the country to learn what they actually did to get men to the Event.

Here's a list of the top ten things that produced their success:

Tip No. 1 – Pastor Support

100% of the top Group Leaders we surveyed said they spoke to their pastor and got his support. When this happens, the pastor is more likely to actively promote the Promise Keepers Event from the pulpit and show the promo video. When he supports the Event and attends himself, men are far more likely to follow the pastor's leadership and attend with him.

Tip No. 2 – Promote in Multiple Ways

Promoting the Event as early as possible is extremely important. Some men have to hear about the Promise Keepers Event at least seven times before they register. Repetition is often a key to success, especially if you use a variety of ways to promote the Event – for example: emails, phone calls, church bulletin, noticeboard, and giving out invitation cards.

Tip No. 3 – Benefits

When you invite a man and he says “no”, he may really be saying that he hasn't heard you tell him of the benefits of attending. Understanding the benefits he will receive may change his “no” to a “yes.” So explain – where else can he experience impacting messages on topics relevant for men, as well as powerful worship in an all-male environment? Through an encounter with God at Promise Keepers, he can expect to grow spiritually, become a better father, and strengthen his relationship with his wife.

Tip No. 4 – Form a Team

Many of the most successful Group Leaders actively form a team to help promote and organise a Group to go to the Event. Many hands make light work! Each team member can approach the men who are part of their sphere of influence to go with them to the Event – both the men in the church, and also other friends, relatives, neighbours and workmates.

For more information on the benefits of teamwork, the video **The Power of a Group** is essential viewing.

Tip No. 5 – Personal Invitation

A high percentage of our successful Group Leaders said that men receiving a personal invitation was the primary reason for the growth of their Group. Having someone say, “I'm going – why don't you come with me?” may be just the encouragement a man needs to attend the Event.

Tip No. 6 – Experience the Event Together

For men to gain maximum benefit from the Event, it is important for them to stay together as much as possible - travel together, sit together, eat together, and return home together. 90% of Group Leaders said that the roadtrip was a very powerful part of their Group experience. When a man processes his Event experiences with other men, action is more likely to follow.

Tip No. 7 – Funding

Some men struggle to afford the registration fee. 90% of the churches we surveyed offer a subsidy. This could be a sizable donation from an individual or business, but more often, it is money collected throughout the year as men are invited to contribute a gold coin on a regular basis. It is amazing how this adds up to a sizable sum that can be used towards the cost of a ticket for men who otherwise would not be able to attend.

Ticket prices are set to cover the cost of the Event, but remember, no man has ever been turned away from an Event because of finance. Talk to us if there is someone who needs financial assistance to attend.

Tip No. 8 – Display Table & Men's Noticeboard

A display table in the foyer of the church with posters, brochures and a Group registration form is very effective, especially if an enthusiastic man is there to speak with those men and women who show interest. Every woman wants a godly, caring husband, so don't underestimate the power that women have to encourage their men to attend the Event. A freestanding noticeboard specifically for the men of the church is also very powerful.

Tip No. 9 – Capture Enthusiasm for Next Year's Event

Many top Group Leaders capitalise on the enthusiasm of the current Event experience and strongly encourage their men to purchase next year's ticket whilst at the Event. This means the men get the best possible price and a free T-shirt. It also forms the start of their Group for next year!

Tip No. 10 – Be Persistent

80% of our top Group Leaders emphasised persistence. Don't give up when your first invitation to a man is declined, but see it as an opportunity to come alongside him. Sensitively and prayerfully ask him again later - your persistence may be rewarded.

These Top 10 Tips will help build your Group for the Event, so that the maximum number of men can attend and benefit from everything the Event has to offer.

PROMISE  KEEPERS

Phone: 09 300 7337 or 0800 PROMISE (0800 77 66 47)

Email: pk@promisekeepers.org.nz **Web:** www.promisekeepers.nz

Post: PO Box 163083, Lynfield, Auckland 1443