



HOW TO TALK TO MEN ABOUT COMING TO PROMISE KEEPERS

One Man at a Time

As a Group Leader, the most urgent thing is to get started and build momentum. This momentum creates a buzz – excitement! Having no momentum is like a burden instead of being fun!

Promise Keepers produces promotional tools that can be used by you in your church to create awareness of the Event. But advertising will only scratch the surface and motivate the keen men to sign up. To get more men on board requires an “ask” – in person or on the phone. Doing the “ask” well, following up where necessary, and engaging with men one by one could triple the size of your Group.

The differences between asking men to join your Group in person or via a phone call:

In person

Usually before or after a service or group meeting. This is one-on-one, not an announcement to a group.

Considerations:

- Can be harder than a phone call
- Need to have your talking points clear in your mind as it is difficult to refer to notes
- Be prepared with answers to common objections, ie finances, other commitments
- You may be able to leverage the situation if his wife is present. She may encourage him to go. She would be able to give immediate feedback on release from family commitments or reassurance on finances.

By phone

Most of us have to summon our courage to make a bunch of phone calls, and can be intimidated by the thought. To start with, you only have to make one phone call – the first one! After that you can roll through the others quite efficiently.

Considerations:

- There is usually a polite window of time to call – say between 7pm to 9pm.
- On the phone you can have your supporting information in front of you to more easily follow a pattern and answer questions. You sound more relaxed and professional and the man doesn't know you are referring to helpful prompts.
- You can contact a lot of people personally in a short time.



Whether in person or by phone, you will be more effective if you follow the proven patterns of engaging with men and addressing the issues that are important to them.

Creating momentum – start with the easy, low-hanging fruit!

Get the core group of interested men on board and signed up first. Does your mate usually come with you to PK? Check he's on again this year. He can be your wingman.

Who came last year? Or the last 3 years? PK provides these spreadsheets to Group Leaders. Get these men on board then ask them who else they can invite. That networking builds momentum and spreads Group influence out like a ripple on a pond, going beyond your own circle.

Ask the women who they suggest would benefit from going to PK. The ladies often know more than us about what is going on behind the scenes. They know who is struggling in their marriages, finances etc and need the help that going to PK may provide.

Pray and ask the Holy Spirit to direct you to men in the church who God wants to be there, to have a personal encounter with Him.

How to “ask”

Break the ice by using whatever small talk you can to get the conversation going. Unless the guy engages and talks, success will be limited. Something as banal as the weather is enough. Then go on with:



“I’m getting a Group together to go to PK this year. I’m working towards the Group minimum of 7, so every person helps. It would be great if you could join us this time because...” [suggested reasons below]

“...I’m excited about the new direction PK is going in, and the speakers this year.”

“...They are talking about how we build our legacy day by day. We all have influence and I want to make a real difference in the people’s lives around me, as well as my own.”

“...The guys who have been before always comment on how much they love the music. It’s so much easier to really get into worship when it’s only men singing and it’s in a suitable key.”

“...Each time I have been to PK it has really impacted me.”

“...It can really benefit our families when we make the effort to go to something like PK, that helps us move forward as Christian men.”

“...There is something really special when brothers come together in unity. God is in the centre of that and there is a powerful anointing on the gathering.”

“...I need guys in the Group who are mature like you to help some of the others get the most out of PK.”

“...I think [name] would come along if you came.”

“...You have been through some tough times lately and PK could really change things up for you, as it has for so many others over the years.”

“...Having you as part of a successful Group really helps the chances of our Men’s Ministry growing in the coming year.”

The most common responses could include:

- What is the date?

- Who is speaking?
- How much does it cost?
- What is the Event about?

Be prepared to go to the next stage – more detail about the Promise Keepers Event. Answers to all these questions can be found in the brochure or on our website.

Talking points include:

Why should men attend a Promise Keepers Event?

In the presence and power of God men get to discover and confirm their life purpose. During the Event they are equipped and encouraged for situations they are facing right now.

What is unique about a Promise Keepers Event?

The Event provides an environment where men can confront issues that they may not be able to discuss anywhere else. In this situation other men can bring wisdom and experience into the issues and challenges that are being faced.

How does the Promise Keepers Event benefit men and the community?

When you come into the presence of God, His power is there for immediate change. As a man is changed, he becomes a positive influence in his family, his church, workplace and community.

Why can it be challenging for some men to attend?

Change can be challenging, but the power of God is there to help us through that change.

Why should I attend the whole Event?

Attending an Event is like peeling an onion - sometimes it takes a while to get through the layers to the real issue, and it can make the eyes water.

Why is it better to go to the Event with other men?

An Event moves men from isolation to connection. It also enables them on their return from the Event to encourage one another to keep growing in their Christian walk.

How to deal with objections

Wrong timing: *“How can you adjust your schedule? Can you make it to part of the Event?”*

Family commitments: *“Is your wife willing to work with you to find a way to release you for the Event?”*

Cost: *“PK never turns a man away due to finances.”*

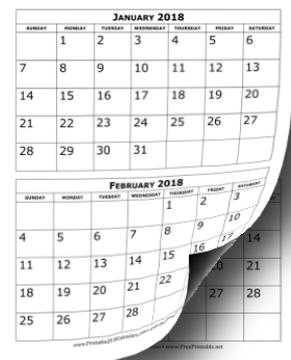
There is sponsorship available to top up, based on what he can afford. Your Group may subsidise your own men. There are also two free tickets available, based on your Group size.

Been before: *“Many things we do in life we repeat again, especially the good things! As time goes on we change, our culture is changing, our relationships change so we face different demands and new needs.”*

“Promise Keepers is also changing – more this year than ever before. The experience is going to be more relaxed, but with more opportunity to go deeper with God and find His answers for our lives.”

“There’s new leadership at Promise Keepers.”

“Last year was the best yet, so I’m excited to see how they build on that this year!”



Close the deal

The call to action is to sign up as part of the Group. Help them register with your Group on Eventbrite, entering their information for them if necessary.

If they can't join now, set a timeframe for the next step.

For example:

"I have to check with my wife first." - OK, can I call you back on Tuesday to see if it's ok for you to come with us?

Make sure you contact them at the agreed time.

Handling rejection

Not everyone is going to sign up or even be thrilled that you have asked them. It can be discouraging if you hit a wall of "no's". That's why it's important to start with the most likely men first.

When someone says no, it's probably not about you. He may not like PK. There may be genuine reasons why he can't come. There are likely some issues in his own life that are causing problems or that he does not want to confront at this time. You don't know what is going on with his family, or if he is losing the battle with pornography, for example.

Having a friend or core team helping you organise the Group really helps counter discouragement. Keep talking with them and your spouse/family.

Take it back to God and allow the Holy Spirit to encourage you. Remember this is ultimately a spiritual work, and there will always be setbacks in the battle for men's souls!

