

DESIGN YOUR OWN PLAY

The “Design Your Own Play” option provides maximum flexibility; we provide guidelines to help you in your planning, but the rest is up to you. This option requires more work during the **Plan & Assess** stride than the Run the Play or Call an Audible options, so we suggest you have a leadership team in place before you begin.

PLAN & ASSESS

First, choose your challenge:

- *Either* choose one of the JBM 12 Challenges: _____
- *Or* create your own: _____

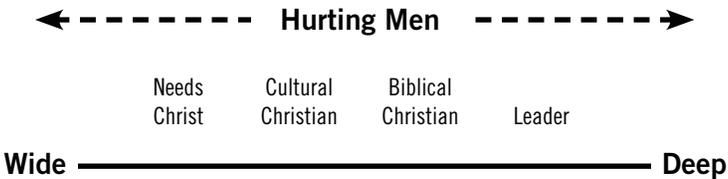
Who you are trying to reach primarily through this challenge?

Assessing your men based on the **Wide-Deep Continuum** will help you identify where to aim your efforts. You want to effectively reach those you intend to reach.

As part of the No Man Left Behind Model, the Wide-Deep Continuum assumes you have five types of men in your church and community:

1. Need Christ: Men who don't yet know Christ (a life focus of “Me”)
2. Cultural Christians: Men who identify as Christian but are largely secular in practice (“Me & God”)
3. Biblical Christians: Men who have a biblical relationship with Christ and a biblical world-view (“God & Me”)
4. Leaders: Men who are focused on leading others to Christ (“God”)
5. Hurting men: Men who are hurting, which includes men all across the continuum

Who is your primary target going to be for this challenge?



After discussing the questions with your leadership team, mark your primary target audience on the line above—either for the challenge as a whole or your Create event.

If you're aiming to reach all the men in your church through the challenge with various methods, then identify your primary target for your **Create Value** event that kicks off the challenge.

Use the following questions to help you identify your target market:

- What types of men in your church represent the greatest opportunity for kingdom impact with this challenge or kick-off event?

- What types of men will this challenge or kick-off event be most effective with at this time in the life of your church?

- What types of men do you have the most influence with or access to for involving them in this challenge or kick-off event?

You can add secondary activities or opportunities to reach those who aren't a part of your primary audience. For example, if you decide to aim at Cultural Christians and early Biblical Christians, then you can minister to Leaders by asking them to help lead small groups, meet with men one-on-one, or be responsible to connect with men in other ministries of the church. And you might reach out to more of those who Need Christ and Cultural Christians by planning a competitive recreational outing that includes a discussion of some of the topics from this challenge.

How does this effort fit into your church calendar?

How much time during the year do you want to devote to this challenge? Does it need to be accomplished in six weeks? A semester? A year?

We recommend holding an event to kick-off the challenge and get men moving (the **"Create Value"** stride). From there, you'll want to provide men with the right next step to continue their discipleship (the **"Capture Momentum"** stride). We recommend you help men get into short-term follow-up groups, lasting anywhere from 4-8 weeks, BEFORE they leave the kick-off event. From there, provide a way for men to continue in the study of God's Word and to continue in growing relationships with other men (the **"Sustain Change"** stride). Ideally, this would be a long-term, more in-depth study. However, you can spend as much or as little time on this challenge as you, the leader, determine effective.

- How long do you want the challenge to last? _____
- When do you want to kick-off the challenge? _____

- What type of event will you use to kick-off the challenge? Consider the following: duration, location, speaker, content and cost.

_____ at _____

- What date do you want hold your **Create Value** event? Keep in mind the church calendar and how The Journey fits in with other efforts. Start by listing your top three choices for dates. It's a good idea to also check the community calendar for things such as school vacations and popular community events.

1) _____ 2) _____ 3) _____

How will you reach the men in your core target group?

Think through where the men are in your church that you are hoping to reach with this challenge. For example, if you're aiming to primarily reach men who Need Christ and early Cultural Christians, will they be in the next new members' class? Are their kids playing in the children's soccer league? Will they attend the Father/Daughter dance? Are they dropping their kids off at the youth group? Once you identify the two or three best opportunities for reaching these men, decide how you will give them a **believable offer** to join you for this challenge.

Partnering with other ongoing ministries and classes in your church is one way to make the challenge all-inclusive; be sure to reach out to other leaders and involve them in this effort. Ask them for their help, but also ask how you can serve them through this challenge, too!

We'll get men from: _____

How we will invite them during this event/activity: _____

Who we need to talk to for permission or ask how we can help: _____

Who on our team will provide leadership to this effort: _____

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Once you have decided on all of the above, you are ready to begin preparing for this challenge and to assess the men in your church in the areas related to this challenge.

1. **Determine the Faith & Life Objectives for this challenge.**

a. What do you hope to accomplish in the heads, hearts, and habits (hands) of the men in the church?

b. Visit www.maninthemirror.org/JBM and download the template for the Faith & Life Objectives card (F&LO) for the challenge you're doing. If you're creating your own challenge, use one of the cards as a template. Review it with your team. Adjust as needed. Note that you'll want an objective for "Head," one for "Heart," and one for "Hands."

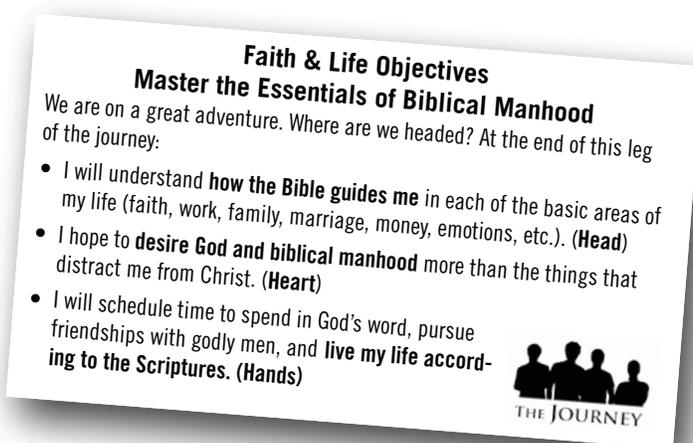
c. Give the F&LO card to your senior pastor for approval.

d. Print them on **business cards**, either through a commercial printing company or on your own, using the Avery template for business cards, 10 per sheet (Avery business card paper can be purchased from Office Depot, Staples, or a similar supply store). **Be sure to have one for EVERY man in your church.**

e. Establish a distribution plan: Determine who, where, when and how. Be sure to cover Sunday worship services, home groups, Sunday school classes, sports teams, etc. The idea is for every man—including those on the periphery of church activity—to feel included in the challenge and aware of the objectives.

Who: _____

Where: _____



When: _____

How: _____

2. Develop your Assessment.

- a. Where are your men starting from in the areas of this challenge?
- b. Visit www.maninthemirror.org/JBM and download the standard Assessment for the challenge you're doing. If you're creating your own challenge, use one of the forms as a template. Note that you'll need two Assessments for each challenge—a pre-challenge and a post-challenge. Be sure to download the pre-challenge. Review it with your team. Adjust as needed.
- c. Give the Assessment form to your senior pastor for approval.
- d. Print one for EVERY man in your church.
- e. Establish a distribution plan: Determine who, where, when and how.

Who: _____

Where: _____

When: _____

How: _____

- f. **Note:** We recommend you distribute the Assessments BEFORE the Faith & Life Objective Cards so men have an opportunity to answer before seeing the goals for the challenge.

3. Choose your curriculum.

The purpose of the challenge is to equip, inspire, challenge, and send your men to apply the Faith & Life Objectives to their lives. The focus is on life change, not completing a particular curriculum. So remember: **The curriculum is the means, in conjunction with relationship; the Faith & Life Objectives are the ends.**

Now that you have identified your core target market, decide what resources best meet the needs of those men.

- What resource will you use in your **Capture Momentum** follow-up groups?
_____ for _____ weeks
- What curriculum will you use in your **Sustain Change** groups?
_____ for _____ weeks

4. **Recruit new leaders to help with this challenge.**
 - a. For every challenge, aim to have a combination of existing leaders and new leaders working together. This will prevent burn-out and foster a feeling of inclusion.
 - b. In the Processes section of this notebook, complete the Leadership Audit and Recruiting Worksheet with your current team.
 - c. Using the Recruiting Worksheet as your guide, invite these new guys to join your team for this challenge. Share your vision with them for the kick-off event and challenge as a whole.
 - d. For future challenges, it may be wise to give your current leaders an opportunity to gracefully take a break from the leadership team at the start of each challenge. The Journey can be a long process and you don't want any one man feeling overwhelmed or overcommitted.

5. **Determine the All-Inclusive activities (see No Man Left Behind term key and Processes section).**
 - a. Inevitably, there will be men who cannot or will not actively engage in the "men's only" aspects of the challenge. There will always be a percentage of men that will not come to an event or join a small group or class. **It's critical that your team helps them participate in the challenge through whatever ways they are already engaged at your church.**
 - b. Below and on the next page are some guidelines to help you make it all-inclusive. Also, review the website and the All-Inclusive section in the Processes part of this notebook.

MAKE IT ALL-INCLUSIVE

Many men in your church won't be actively engaged in this challenge through the avenues you offer. What will you do to disciple them where they are? What secondary activities can enhance the impact of this challenge for all the men in the church?

Consider these options as your team determines two or three ways to make this challenge all-inclusive, and use the email templates on the website to help you.

- Use a regularly scheduled leadership meeting or an email blast to make allies of all the leaders in the church. Share the Faith & Life Objectives for this challenge with them and give some suggestions for how they could help men in their area of influence. For example, the worship leader could help the men in the praise band or choir by connecting some aspect of the worship to the Faith & Life Objectives each week. The head usher could remind the other ushers about the objectives each Sunday and pray specifically that God would build this into their lives.

MAKE IT ALL-INCLUSIVE (CONTINUED)

- Provide any man who is willing with a “mentor.” Ask them to meet one-on-one several times during this challenge. Give the mentors a list of questions/conversation points and make sure they pray with and for their “mentoree.”
- Have a recreational outing for all the men in the church. At the activity, review the Faith & Life Objectives for this challenge; discuss and pray together.
- Have a few leaders plan weekend activities doing things that would interest men (perhaps a golf outing, a cycling trip, a baseball game, etc.). Use the weekends primarily for relationship building, but use the Faith & Life Objectives to provide a few discussion points and a little structure for each leader.
- Man in the Mirror offers hundreds of free articles and video Bible Studies on our website; find one that encompasses the key concepts of the challenge and email the link/article to all the men in the church.

- c. Brainstorm with your team additional ideas to reach the men who aren't participating in the standard ways:
- i. _____
 - ii. _____
 - iii. _____
- d. Determine who on your leadership team will be responsible for the different aspects of implementing the All-Inclusive activities you've chosen.

All-Inclusive activity: _____

Who else do we need to involve for permission or help from other ministries in the church? _____

Who on our team will provide leadership to this effort: _____

All-Inclusive activity: _____

Who else do we need to involve for permission or help from other ministries in the church? _____

Who on our team will provide leadership to this effort: _____

All-Inclusive activity: _____

Who else do we need to involve for permission or help from other ministries in the church? _____

Who on our team will provide leadership to this effort: _____

6. Distribute the Faith & Life Objectives and the Assessment.

- a. Approximately three weeks before the kick-off event, using the plan agreed upon by the team, distribute the pre-Assessment, and then the Faith & Life Objectives card.
- b. **The point of the Assessment** is to help both the leaders and the men of the church see where they are spiritually at both the start and the end of the challenge. Ask men to take the pre-challenge Assessment based on their life during the last year.
- c. **The point of the F&LO card** is to help all the men of the church see that you are trying to accomplish something more than just another men's class or event.
- d. If possible, have your pastor reference the Assessment during regular worship services and give men the option of dropping their completed Assessment in the offering basket or tray.
- e. **It's very important that you get back every completed Assessment possible. Give men multiple ways to do this:** a drop box in the lobby, an opportunity during Sunday service, a collection by their small group and class leaders, a collection at their sports games, etc.
- f. Create a simple report with the results of the pre-Assessment. Share the report with your pastor and the leadership team. Keep the results confidential among the leadership team.

CREATE VALUE

Once you've chosen the event for this challenge, it's time to begin planning and promoting. If doing your own event, aim to incorporate some of the essential concepts in the challenge. If you're doing an outside event, be sure to FIRST confirm all details and secure any speaker, dates, or deposits required.

1. Schedule event.

- a. Confirm your event date with the leadership team and senior pastor.

- b. If doing a Man in the Mirror seminar, call a Ministry Consultant and schedule. **Ask about the JBM discount.** If doing another outside event, confirm details and scheduling requirements.
 - c. From your leadership team for this challenge, appoint someone to be in the following primary event roles:
 Event Director: _____
 Promotions: _____
 Registration: _____
 Follow-Up Groups: _____
 - d. Set up weekly meetings with your event planning team to study *No Man Left Behind*. Order the books or go through the video-based No Man Left Behind Courseware.
 - e. If doing your own event, decide how much you will charge. See if anyone in the church would like to offer a scholarship for another man. Even if you have ministry funds to cover the event, we encourage you to charge *something* for it—experience has shown us that charging increases perceived value, commitment, and attendance.
 \$_____ per man
 - f. Using the guide in the Processes section of this notebook, choose the location for your event and make sure you have technical and room requirements met.
2. **Invite men to the event.**
- a. **Customize the promotions plan** found in the Processes section near the front of this notebook. Follow it.
 - b. Meet with your pastor and ask him to attend the event, as well as help invite men during Sunday morning services.
 - c. Print your event details on flyers, posters, bulletin inserts, etc.
 - d. Work closely with other ministries, groups, and leaders in your church to involve everyone in the invitation process. (See Promotions Plan in the Processes section.) Make it an all-inclusive effort.
 - e. Aim for every man in your church to receive no fewer than five touches. Make sure all men are encouraged to **pre-register and pre-pay**, if you're charging for the event. This will increase the sense of commitment, and thereby increase attendance.
 - f. Have the leaders helping on this challenge commit to calling a group of men and personally inviting them to attend. Divide all the men in the church among them. **Personal invitation is critical to the success of your kick-off event.**

1. **Begin follow-up groups.**
 - a. The **Capture** groups should begin the week following the event.
 - b. **Invite all the men in your church to join a follow-up group, even those who didn't attend the event.** Have extra resources on hand for late joiners.
 - c. Have group leaders hand out a Faith & Life Objectives card to any man who doesn't already have one. They should read and briefly discuss them as a group at their first meeting.
 - d. Have group leaders give out and collect pre-challenge Assessments for any men who haven't completed them. This should be done at the first meeting.
 - e. Call each group leader to see how his first meeting went and to pray with him.
2. **Help men that don't join the men's only groups participate in the challenge.**
 - a. Implement the All-Inclusive suggestions your team listed for this challenge. For additional tools to help you make it all-inclusive, see www.maninthemirror.org/JBM.
 - b. Use the email templates and other communication tools found on the website to recruit leaders of existing ministries and groups, asking them to emphasize the Faith & Life Objectives during their interactions with the men in their areas of influence.
 - c. Make sure every man has a Faith & Life Objectives card.
 - d. During the follow-up study, plug as many men as possible who aren't participating in groups into other ongoing ministries in the church, such as couples' groups, Sunday school classes, etc.
3. **Prepare for the Sustain step.**
 - a. Order your curriculum for the **Sustain** groups.
 - b. Decide how long these groups will last, and how chapters should be split up or removed from certain studies if needed.
 - c. Ask all existing **Capture** group leaders if they'd like to continue leading a group for the next study. Replace and recruit as needed.
 - d. In the second-to-last week of the follow-up groups, announce the **Sustain** step—in both the small groups and church-wide.
 - e. If possible, send an email to all the men in the church and invite them to join in the study. Re-communicate the Faith & Life Objectives.
 - f. In the final week of the follow-up groups, have guys agree to start on the **Sustain** study. As needed, reform groups or meet in larger groups to accommodate more men.

SUSTAIN CHANGE

The **Sustain Change** step for this challenge should be a longer, more in-depth study than the **Capture** group resource.

1. **Begin Sustain groups.**
 - a. The **Sustain** groups should seamlessly start as the **Capture** groups end.
 - b. Invite men who haven't yet participated in the men's only portions of the challenge to be a part of the study.
 - c. Have group leaders hand out Faith & Life Objective cards to any man who doesn't already have one (or who might have lost it).
2. **Help men that don't join the men's only groups participate in the challenge.**
 - a. Continue to implement the All-Inclusive methods.
 - b. Keep the leaders of other ministries engaged and updated throughout the study. Ask them to support the challenge in their interactions with their men, and offer to serve them in any way possible.
3. **Choose one or two "Hands" opportunities.**
 - a. During the **Sustain Change** time period of the challenge, give men an opportunity to put what they're learning into action. Determine one or two ways of doing this, using the guidelines under Use Your "Hands" below:

USE YOUR "HANDS"

Provide ways for men to put what they're learning into action. Plan your activities according to the Hands goal that you established on the Faith & Life Objectives card for this challenge. Here are some guidelines to get you started:

1. If this challenge emphasizes relationship, encourage men to go outside of their comfort zone—whether it's reaching out to a neighbor, scheduling a meaningful date night with their wife, attending a church-wide campout with their children and grandchildren, helping an aging relative, etc.
2. If this challenge emphasizes stewardship, have a church-wide budget workshop or have groups raise money for a local cause.
3. Whatever your Hands activities are, be sure to personally invite men to participate. Repetition gets results.
4. Consider partnering with other ministries in your church. Are you focusing on serving? Organize handyman projects for seniors, wash cars for women in the singles ministry, or tutor kids from the youth group after school. Find out what the needs are of groups in your church, and then see how the men can meet them!

- b. Brainstorm ways to get the guys using their “hands.”
 - i. _____
 - ii. _____
 - iii. _____
 - c. Advertise these opportunities church-wide, not just to men participating in the **Sustain** study! You may choose to use portions of the promo plan found in the Processes section for this effort, depending on the nature of the Hands project.
 - d. Be sure to delegate related tasks to your leadership team members for this challenge.
4. **Distribute the post-challenge Assessment.**
- a. Visit www.maninthemirror.org/JBM and download the standard post-challenge Assessment for the challenge you’re doing. If you’ve created your own challenge, use it as a template. Note that there will be two Assessments for each challenge—a pre-challenge and a post-challenge. Be sure to download the post-challenge. Review it with your team. Adjust as needed to conform to your pre-challenge Assessment.
 - b. Give the Assessment form to your senior pastor for approval.
 - c. Print.
 - d. Have the study group facilitators distribute to their men in the final week of the study.
 - e. Distribute to all other men in the church. Keep the Assessments of men who participated in the men’s only portions of the challenge separate from the others as you collect them.
 - f. Instruct men to complete it based on how they are living their lives *recently*.

EVALUATE & CELEBRATE

This is the home stretch; don’t skip the end of the challenge! This final phase helps you determine and celebrate what God has done in men’s lives.

Be sure to rally your leadership team during this integral time and thank them for all the work they’ve done and the impact they’ve made throughout the challenge. The last thing for them to do will be to help plan and execute the Celebration. This should be a **short, fun gathering** for men to come together.

1. **Evaluate your men.**
 - a. Collect all post-challenge Assessments.
 - b. Create a simple report of the results; **if possible, make one for the men who actively participated in the challenge and a separate one for those who did not.**

- c. Share the results with the church leaders and senior pastor.

2. Plan the celebration gathering.

- a. Ask the leaders of the **Capture** and **Sustain** groups for the names of some men who they think have particularly benefitted from the challenge.
- b. Ask those men to share their story with you or another team member—either by email, on a web cam, or in person.
- c. Invite a few of them to share their stories at the celebration.
- d. In order to emphasize the all-inclusive nature of the challenge, aim to find one man to share at the celebration who was impacted but who didn't participate in the men's only groups.
- e. Share all testimonies with the church leaders and senior pastor.
- f. Review celebration “hardware” ideas on www.maninthemirror.org/JBM. If you choose to give out coins, wristbands, or something similar, order them with plenty of time for arrival.
- g. Plan to include humor or competition as part of your celebration.
- h. Choose a date and time for the gathering, with approval from your pastor, who should plan to attend:
Date: _____ Time: _____
- i. Reserve a room or venue as needed: _____
- j. If doing a meal, finalize the menu. Be creative! Have the male teenagers in the church help serve dinner or have the leadership team grill out.
- k. Invite **all** the men in the church to attend!

3. Celebrate!

- a. Have men share testimonies, as arranged ahead of time.
- b. Announce the results of the Assessment, if appropriate. Remind men of their Faith & Life Objectives and how you hope that God worked in their lives.
- c. **If you're doing another challenge after this one**, unveil the next challenge and the next **Create** event. Ask men, “Who's missing?” and encourage them to invite others to the event from outside the church. If possible, give men an opportunity to sign up for the **Create** event before they leave. Also, recruit additional men for the leadership team for the next challenge.

- d. **If you're not doing another challenge**, decide where you want the men to end up and provide them with credible next steps before they leave the celebration gathering. Don't let the momentum die; give men opportunities to continue their discipleship. Do you want them to join adult education classes on Sunday morning? Do you want them in long-term men's small groups? Couples' groups? Give men a chance to join these ongoing ministries before you officially end the challenge. Ask your leaders to help men transition and find the right next step for them.

When finished with this challenge, we'll send men to: _____

How we will help them get there: _____

Who we need to talk to for permission/ask how we can help:

Who on our team will provide leadership to this effort: _____

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