

# PROCESS SIX: HOW TO CAPTURE MOMENTUM AFTER YOUR KICK-OFF EVENT

It is critical that you capture the momentum created by your kick-off event by getting attendees into follow-up groups BEFORE they leave the event. It is in these short-term groups that God will bring them into relationship with each other and greater relationship with Him. We've put together a basic timeline to help you facilitate this process. We encourage you to copy these pages and write on them for each challenge.

Note: Although we refer primarily to men's-only follow-up groups in this process—as outlined in the Run the Play options—you don't have to form men's-only groups. **The most important thing is that every person at the event is given a credible next step.** You may choose to plug men into existing groups and ministries, such as couples' small groups, ongoing adult Sunday school classes, etc. If you opt to skip the men's-only groups for a specific challenge, substitute your follow-up ministries/groups as you read through this process. You are encouraged to still use these guidelines.

## 10 WEEKS OUT

- ☐ Confirm with the event team and your church's pastor/leaders the small group curriculum, or other **Capture** step, that you will use after the event. Depending on the challenge, you might want to use more than one resource, depending on the group's circumstances and dynamic. **We recommend a four-to-eight week follow-up for the Capture step.** Make it an **"entry level"** resource for a men's discussion group, where the format and content are designed to be attractive to a man who has had little or no spiritual discipleship (mature Christian men will still benefit from the study and discussion).
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- ☐ If you're not offering men's-only follow-up groups, decide what you will provide as a credible next step. If you'll be cooperating with other groups and ministries in the church to plug men into those, then ask those leaders for their support and participation.
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- ☐ Begin praying for the men of the church and what God might do through this event and these groups.

## 7-9 WEEKS OUT

- ☐ Continue praying over specific goals for the event, follow-up, and men.
- ☐ Begin thinking and praying about which men you'll ask to lead follow-up groups after the event. **Create a list of possible group leaders.** Consider the following: Can any men in existing small groups lead another group? Can existing small groups remain and begin using the decided-upon curriculum with the other men in the church? Where will we send men who don't join the men's-only groups?
- ☐ With the event team, come up with an attendance estimate. Aim to have **one group leader per eight men** in attendance. This will leave room for men who don't participate, as well as men who join the groups without attending the event.

## 5-6 WEEKS OUT

- ☐ Continue praying over specific goals for the event, follow-up, and men.
- ☐ Be sure to have diversity, as needed, in the men you plan to ask to lead groups—in terms of age, life situations, location, etc.
- ☐ Ask men (as agreed upon with event team) to lead small groups after the event. **Make facilitating a group as easy as possible by providing them with content and a discussion guide.** All a leader should have to do is organize a time and place to meet, ask the provided questions, and direct the discussion. Leaders:

_____	_____
_____	_____
_____	_____
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- ☐ If you'll be sending men to existing groups and ongoing ministries, ask those leaders to be onsite at the event to help men sign-up and join. Ask them to give a short overview of their group or ministry at the event.

## 4 WEEKS OUT

- ☐ Secure volunteers to help facilitate the creation of the follow-up groups at the event, as needed.
- ☐ Finalize the list of leaders for the follow-up groups. We recommend having **one leader per eight men** expected to attend. Ask each leader to choose the weekly day, time, and location for his group meetings, and **create a master list**. Make sure there are a variety of opportunities for men to meet so that they are not excluded from joining a group by a differing work schedule or family commitments.
- ☐ **Order the curriculum** for groups, as needed. Be sure to order extra for men who can't attend the event but want to join the small groups.
- ☐ Continue praying over specific goals for the event, follow-up, and men.

## 3 WEEKS OUT

- ☐ Thoroughly familiarize yourself with the curriculum to be used in the follow-up groups.
- ☐ Continue praying over specific goals for the event, follow-up, and men.
- ☐ Confirm the next step(s) for the men who won't join the follow-up groups. Will you give them the resource to do individually? Will you plug them into a couples' group? Will you email them a weekly devotional that includes them in the study?

## 2 WEEKS OUT

- ☐ Have a **short meeting** (or send out an email/make phone calls) with the follow-up group leaders and review the curriculum. Provide a facilitator's guide with pre-determined discussion questions. **Make it clear that the first meeting should happen the week after the event!**
- ☐ Meet with volunteers that will be helping with the formation of the groups at the event, as needed. If plugging men into other groups and ongoing ministries, confirm that those leaders will be at the event to help men join.
- ☐ Continue praying over specific goals for the event, follow-up, and men.

## 1 WEEK OUT

- ☐ Continue praying over specific goals for the event, follow-up, and men.
- ☐ Pray for and with each follow-up group leader.
- ☐ **Meet with your speaker** (if applicable) and ask him to connect men to the **Capture** step(s). Review the process with him and make sure he understands his role completely. **This is the process for the recommended men's-only follow-up groups:** he will verbally recognize the group leaders and have each one announce a meeting day, time and place. He will designate certain areas of the room for men who want to join a group, men already in a group, etc. Then he will have the men gather around the group leader whose group they want to join, in groups of 6-9. This size goal will allow for men who don't join groups, as well as men who join groups but couldn't attend the event.

## DAY OF THE EVENT

- ☐ Have the group leaders be intentional about where they sit; they should be spread out around the room, and sensitive to any men who might be attending alone or from outside the church.
- ☐ The speaker should help connect men to the **Capture** step.
- ☐ Don't over-administrate the forming and meeting of the groups! Allow friends to group together when starting new groups, while encouraging each group to also include some men who don't have prior connections. Avoid grafting men into existing small groups, which changes the confidentiality level that the men have build with one another.
- ☐ Have volunteers on hand to assist the speaker with the formation of groups, as needed. If a group gets too large, suggest that some men move into groups that are smaller. Help men choose a group who seem lost or not quite "fitting-in."
- ☐ **Note:** You may want to make signs showing the meeting day, time, and place ahead of time, based on the information provided by the group leaders, and hang those around the room before the speaker announces the groups.
- ☐ Make sure **each group leader gets the names and phone numbers of the men** in his group, and that he again communicates the meeting details.
- ☐ If you're plugging men into other existing groups and ongoing ministries, have the leaders of those groups stand up at the event, give a brief description of their ministry, and invite men to join. Make it as easy as possible for men to transition into the next step.

## WEEK AFTER THE EVENT

- ☐ Arrange to keep some extra copies of the chosen curriculum on hand for men who missed the event but may want to join the small groups.
- ☐ Send out a church-wide email or have an announcement made from the front on Sunday morning or in the bulletin; the message should be one of inclusion and that groups are open to every man—regardless if he came to the event!
- ☐ Call each group leader to see how his first group meeting went; encourage him and ask him if he has any prayer requests.
- ☐ Make a plan to **sustain the change** after the short-term study end with a longer, more in-depth study. If any group leaders want to keep their small groups going, encourage them to do so! **Schedule new opportunities for men to get into the Sustain groups** and find new group leaders as needed.
- ☐ If you're not planning to do a men's-only study for the **Sustain** portion, be sure to provide men with the right next step in their discipleship process after the **Capture** portion. For example, the leader of the **Capture** short-term study might take the men with him to the Sunday morning class that he attends. Engage the leaders of your church's groups and ongoing ministries accordingly.