



WE ARE ON A JOURNEY TO BIBLICAL MANHOOD.

CHRIST IS OUR STANDARD AND OUR LIFE.

NO MAN JOURNEYS ALONE.

NO MAN WILL BE LEFT BEHIND.

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PROCESS FOUR: HOW TO PROMOTE YOUR CREATE EVENT

WHAT'S THE #1 FACTOR TO ENSURE THE SUCCESS OF YOUR KICK-OFF EVENT?

Experience has taught us that **personal invitation** is the single most significant factor in whether or not a man will attend the event. Have your event team form a plan and commit to personally invite *every* man in your church.

Each man needs to hear enough about the event often enough that he has to make a conscious decision whether or not to attend. To do this, we suggest using bulletin announcements, having men pass out tickets or flyers, hanging posters around high-traffic areas of the church, having the pastor invite men from the front, and getting women and youth to invite their husbands/fathers.

But *most importantly*, we suggest your team personally invite each man—over the phone or face-to-face. Have an electronic component to your promo plan—email men, create a facebook event, or have an automated call done. But don't replace a personal phone call or face-to-face invitation with these options.

Furthermore, have each man within the church commit to invite someone outside of the church. **Make the event a community outreach and evangelistic opportunity!**

Your pastor's support of the event is also critical to its success, but don't let the outcome rest on his shoulders. **Show your pastor that this is a way for your team to serve him and the men of the church and community.** Ask him to invite men on Sunday mornings and in other group settings to help build value. His influence is powerful! Dr. Adrian Rogers, Senior Pastor of Bellevue Baptist Church, not only attended the Man in the Mirror seminar that his church did, but he had men register on the spot during Sunday morning services. More than 600 men came to the event!

Your church's most difficult task is motivating men to attend. The promo plan in this section of the notebook is presented as a suggested template; **review the plan and customize it for use in your church.** We strongly suggest gathering a team of volunteers to help you promote in each of the areas in the weekly plan.

We have learned through more than 1,100 men's seminars the importance of exposing each man to your event **at least five times** during the promotional period. Remember: **Repetition gets results.**

Finally, **be creative!** Think of ways to add resonance and value to your kick-off event for each challenge. Build in anticipation, camaraderie—even a little competition—into your event promotion. **As you're getting men excited for the event, you're getting men excited for the challenge.**

You want every man to hear about the event at least five times during the promotion period.

| Event Promo Plan | | | | | | |
|------------------|---|--|--|--|---|--|
| ASAP | Be sure the event is on the church calendar and website and will be printed with any listings of future events. | | | | | |
| 10 weeks out | Customize this plan for your church. Meet with your senior pastor and ask for his support. | | | | | |
| 7 weeks out | Review your plan with church leadership; finalize your event team and/or team of volunteers for personal invitations. | | | | | |
| | The Pastor's Invites | Sunday Service Invites | Phone Invites | Group Invites | Electronic Invites | Women/Youth Invites |
| 6 weeks out | Sr. pastor announcement Ask men to pray about who else to bring | Put up posters Distribute flyers or tickets in the lobby | Split up all men in church among team members for personal phone calls | At leadership meetings, ask all class and small group leaders to be actively engaged in support | Create an event on Facebook and invite men from church; have various leaders add men to the event | Meet with the women's group leaders, marriage ministry leaders, and youth group leaders, asking them for support |
| 5 weeks out | Sr. pastor announcement; email from pastor to all | Put announcement in bulletin; show a short promo video | Begin calls; each team member should be tracking call and result | Visit all Sunday School classes and invite men to the event; express value. | Have team leaders post event info to their Facebook statuses and Twitter accts, etc. | Distribute flyers in all women's Bible Studies and small groups or meetings |
| 4 weeks out | Sr. pastor's official Challenge; ask men who else they are bringing w/ them on The Journey | Distribute flyers or tickets in the lobby; show a short promo video | Continue calls and follow up with men you couldn't reach the previous week | Visit other church ministry groups—sports, biker ministry, comm. service, etc. | Send an email invitation to all men in the church | Ask wives to encourage husbands to go. Have them send cards with an invitation for a "guys' night out." |
| 3 weeks out | Have men register in service—put a reg. form in bulletin and have them drop form in offering tray | Have men fill out pre-Assessments during service; as they turn them in on way out, distribute a F&LO card. | Continue calls and follow up with men you couldn't reach the previous week | Have all class and group leaders invite guys and pass out pre-Assessments; collect forms and then give out F&LO cards. | Email registered men and ask them to bring someone from outside the church | Have the teenagers invite their fathers, stepfathers, grandpas, etc. w a special invitation template/flyer |
| 2 weeks out | Have men register in service—put a reg. form in bulletin and have them drop form in offering tray | Show video; have men fill out pre-Assessments during service; as they turn them in on way out, distribute a F&LO card. | Complete calls; turn in tracking sheets and make sure no men were missed | Have a contest among groups to see who can the most men to pre-register for the event | Send an automated call to all men in the church, reminding them to attend and bring someone with them | Have kids in Sunday school make little invitation cards and give them out after service |
| 1 week out | Sr. pastor reminder | Same as 2 wks out | Text reminder | Same as 2 and 3 wks out | | |

CHALLENGE 1— MASTER THE ESSENTIALS OF BIBLICAL MANHOOD

RUN THE PLAY—PROJECT PLAN CHECKLIST

| ✓ | Weeks Before/ After Kickoff | Plan & Assess, Create Value, Capture Momentum, Sustain Change, Evaluate & Celebrate | Who? | By When? |
|---------------|--------------------------------|---|------|----------|
| Plan & Assess | | | | |
| | -16 | Recruit new leaders for this challenge, using the Processes section of this notebook. | | |
| | -14 | Choose Fri. night/Sat. morning OR Sat. format for <i>Success That Matters</i> : _____ | | |
| | -14 | Choose whether to use MIM speaker or your own: _____ | | |
| | -13 | Choose date(s) for <i>Success That Matters</i> event: _____ | | |
| | -13 | Call Man in the Mirror at 800-929-2536 to discuss date/speaker (if using a MIM speaker). | | |
| | -13 | Send in completed seminar contract and Scheduling Fee. | | |
| | -13 | Decide to do <i>The Man in the Mirror</i> as a book study or video study for your Sustain step. | | |
| | -13 | Decide whether your Sustain step will last 6 weeks, 12 weeks, or 24 weeks: _____. Then, choose Chapter plan for 6 or 12-wk study. Chapters: _____ | | |
| | -12 | Download Faith & Life Objectives (F&LO) card and pre-challenge Assessment form from website and modify as needed with team. | | |
| | -11 | Reserve the room for <i>Success That Matters</i> and add to church calendar and website. Read Manual that comes with seminar kit from MIM for <i>Success That Matters</i> . | | |
| | -11 | Get the pastor's sign-off on the F&LO card and pre Assessment. Print one for <i>every</i> man. | | |
| | -11 | Finalize leadership team for Challenge 1. | | |
| | -10 | Create distribution plan for the F&LO cards and Assessments. | | |
| | -10 | Finalize the event promo plan, using guide in the Manual that came with the seminar kit. | | |
| | -9 | Begin studying the book <i>No Man Left Behind</i> with the event team. | | |
| | -9 | Determine your All-Inclusive and "Hands" activities, using checklists provided. | | |
| Create Value | | | | |
| | -8 | Begin promoting <i>Success That Matters</i> , using your plan and the seminar kit Manual. | | |
| | -8 | Start asking men to lead the Capture groups (6-week follow-up)—1 per 8 men expected. | | |
| | -7 | Begin holding weekly leadership mtgs for event coordinators (roles in seminar Manual). | | |
| | -6 | Make sure leaders are in place to lead the Capture groups. | | |
| | -5 | Pass out F&LO cards and Assessments to leaders. | | |
| | -4 | Weekend Services—Announce The Journey and Challenge 1. Build excitement! | | |
| | -3 | Various leaders should distribute the F&LO cards and Assessment forms to all men in small groups, classes, sports activities, etc. | | |
| | -2 | If you need more Life Plans and Session Outlines for the event, contact Man in the Mirror. | | |
| | -2 | Continue distributing cards and distributing/collecting Assessments. | | |
| | 0 | Kick-off Challenge 1 with the <i>Success That Matters</i> event. | | |

| ✓ | Weeks Before/ After Kickoff | Plan & Assess, Create Value, Capture Momentum, Sustain Change, Evaluate & Celebrate | Who? | By When? |
|---------------------------------|--------------------------------|--|------|----------|
| Capture Momentum | | | | |
| | 0 | Connect men directly into follow-up groups BEFORE they leave the event. | | |
| | 1 | Invite ALL men to join the follow-up groups. | | |
| | 1 | Follow-up groups meet for the first time, using the Life Plan. Group leaders should distribute F&LO cards and collect Assessments as needed. | | |
| | 3 | Plug men who aren't directly participating into other small groups and ongoing ministries. Use All-Inclusive suggestions. | | |
| | 4 | Order <i>The Man in the Mirror</i> books OR <i>Man in the Mirror REMIX</i> DVDs for Sustain groups. | | |
| | 4 | Ask all existing follow-up group leaders if they'd like to continue leading a group for the next study. Replace and recruit as needed. | | |
| | 5 | Announce Sustain step in existing groups <i>and</i> church-wide. Re-communicate the F&LOs. | | |
| | 6 | Have guys agree to continue Sustain study the following week and give new guys an opportunity to get into groups. Reform groups as needed. | | |
| Sustain Change | | | | |
| | 7 | Begin studying <i>The Man in the Mirror</i> . | | |
| | 8 | Help men outside of the groups stay engaged in the challenge, using All-Inclusive ideas. | | |
| | 9-20 | Give men an opportunity to put what they're learning into action, using a "Hands" suggestion from the checklist. Advertise them church-wide to ALL the men in the church. | | |
| | 9, 15 or 27 | Download post-challenge Assessment form. Modify as needed and have the pastor approve. Print one for every man in the church. | | |
| | 10, 16 or 28 | Choose date/time for men's celebration dinner: _____. Invite pastor and leaders. | | |
| | 12, 18 or 30 | Have the small group leaders distribute the post-challenge Assessment in the final week of the study. Men should complete it based on how they're living their lives <i>recently</i> . Collect. | | |
| Evaluate & Celebrate | | | | |
| | 12, 18 or 30 | Distribute and collect post-challenge Assessment to all the men in the church during weekend services, classes, and other groups. Aim to keep these separate from the Assessments of the men who participated directly in the men's only groups. | | |
| | 12, 18 or 30 | Reserve room/location for celebration dinner: _____. | | |
| | 13, 19 or 31 | Make sure all Assessments have been collected. Create a report; keep the results of the participants in the men's only groups separate if possible. Share the report with your pastor & team. | | |
| | 13, 19 or 31 | Ask men who led groups for names of guys who particularly benefitted from Challenge 1. | | |
| | 13, 19 or 31 | Meet with team. Finalize menu for dinner. Be creative! Incorporate humor or competition. | | |
| | 13, 19 or 31 | Announce the men's dinner and invite ALL the men in the church. | | |
| | 14, 20 or 32 | Ask the men recommended by the group leaders to share their stories with you or another team member—either by email, video, or at the celebration. Ask for permission to share. | | |
| | 16, 23 or 34 | Celebrate with your men at dinner! Announce the results of the Assessment, remind them of their F&LOs, pray together, share testimonies, and enjoy! | | |
| | 16, 23 or 34 | Announce Challenge 2! Ask men to consider, "Who's missing?" and invite others on The Journey from outside the church. | | |

CHALLENGE 1— MASTER THE ESSENTIALS OF BIBLICAL MANHOOD

RUN THE PLAY

This first challenge in the Journey to Biblical Manhood introduces your men to the characteristics of a godly man. They will explore these same ideas in more detail through other challenges in the rest of the Journey. This “Run the Play” option makes the Plan portion of your challenge simple—most of the planning is already done for you!

The resources for the Run the Play version of Challenge 1 are:

- **Create Value** event: Host the *Success That Matters* seminar, Man in the Mirror (six-hour event, 1 or 2-day format).
- **Capture Momentum** small group resource: *Success That Matters Life Plan* workbook, Man in the Mirror (6 weeks)
- **Sustain Change** curriculum: Either *The Man in the Mirror* book by Patrick Morley, Zondervan (24 chapters) or *The Man in the Mirror REMIX* video series by Patrick Morley, Man in the Mirror (24 DVD sessions)
- **Celebrate** event: Host a men’s dinner.

PLAN & ASSESS

Although many of the challenge options have been chosen for you, there are a few things that you still need to decide:

- On what date do you want to hold the kick-off event for Challenge 1? 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) _____
- Would you like to use a speaker from Man in the Mirror for your **Create Value** event or will you provide your own speaker? (*circle one*)

Faculty-Led Seminar

You-Teach-It Seminar

- Which format would you like to use for *Success That Matters*? (*circle one*)
 Friday night/Saturday morning All-day Saturday
- How long do you want the **Sustain Change** step to last? (*circle one*)
 6 weeks* 12 weeks** 24 weeks

*Suggested *Man in the Mirror* book chapters for 6-week study: 2–3, 6, 8–9, and 14

**Suggested *Man in the Mirror* chapters for 12-week study: 2–3, 6–11, 14, 16, 18, 23

Once you have decided on the above, you are ready to begin preparing for Challenge 1 and to assess the men in your church in the areas related to this challenge.

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

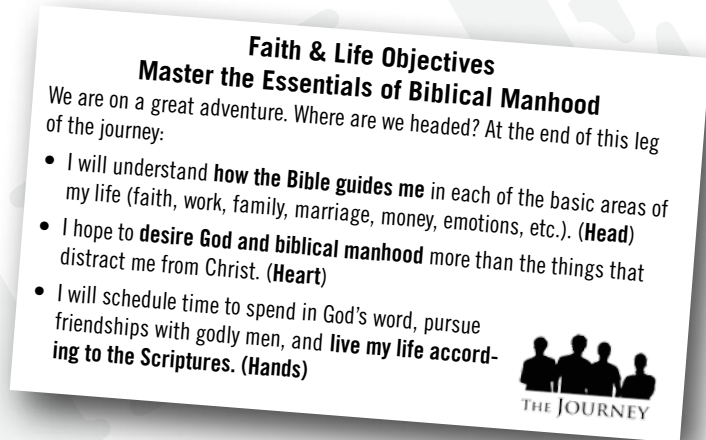
- What do you hope to accomplish in the heads, hearts, and habits (hands) of the men in the church?
- Visit www.maninthemirror.org/JBM and download the template for the Faith & Life Objectives (F&LO) for Challenge 1. Review it with your team. Adjust as needed. Note that you'll want an objective for "Head," one for "Heart," and one for "Hands."
- Give the F&LO card to your senior pastor for approval.
- 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.**
- 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 Challenge 1. Note that there will be 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. (Note: The Assessments are also in the Forms section of this notebook.)
- 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 Assessment before the Faith & Life Objectives card so men can answer before they see your goals for the challenge.

3. **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 Challenge 1. 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. But because this is Challenge 1, this step is not necessary.

4. **Determine the All-Inclusive activities (see No Man Left Behind term key and the Processes section).**

- a. Inevitably, there will be men who cannot or do not actively engage in the “men’s only” portions 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 are some ideas for making this challenge all-inclusive. We also provide communication templates on our website for involving other leaders. Review them and see how they might fit into your plans.

MAKE IT ALL-INCLUSIVE

- ☐ Give guys who aren’t participating in group studies the chance to be a part of Challenge 1 with **individual study**. Post a link on the church website or email a link to the online *Man in the Mirror REMIX* video series (link can be found under Challenge 1 at www.maninthemirror.org/JBM). The study can be watched for FREE by streaming or downloading from the website, and comes with downloadable handouts.
- ☐ Encourage all men in the church to enter into **one-on-one** accountability relationships. Print out or email excerpts from the article “How to Have an Accountable Relationship” (link can be found under Challenge 1 at www.maninthemirror.org/JBM) to lay the groundwork and then distribute Accountability Cards (free from Man in the Mirror). Focus on pairing up men who may not be participating in Challenge 1 *directly*, but are plugged in elsewhere—the ushers, the choir or worship band, men in FPU or Crown classes, college-aged youth leaders, parking attendants, etc.
- ☐ Help men think about what biblical manhood truly looks like, as opposed to other definitions of manhood to which they might subscribe. Print out or email the article “Archetypes of Men” (link can be found under Challenge 1 at www.maninthemirror.org/JBM) to all the men in the church. Create discussion by asking them which versions of manhood they’ve bought into, and how they can live out biblical manhood.

- 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: _____

5. **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 F&LO cards.
- 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 the service, collection by their small group and class leaders, collection at their sports games, etc.
- f. Create a simple report with the results of the Assessment. Share the report with your pastor and the leadership team. Keep the results confidential among the leadership team.

CREATE VALUE

The **Create Value** step for Challenge 1, Run the Play, is Man in the Mirror's ***Success That Matters*** seminar. This is a **six-hour event** that can be done on a Friday night/Saturday morning, or all day Saturday. (We recommend the two-day format.) It can also be presented by a Man in the Mirror speaker (*Faculty-Led Seminar*) or you may use your own speaker(s) (*You-Teach-It Seminar*). It is designed to be a **break-even** event for the church, meaning it should pay for itself.

The material covered at the event will introduce the basic themes that will be emphasized throughout this challenge. Sessions for this event include: Finding a Purpose for Your Life, Finding Respect and Honor at Home, Finding a New Best Friend in Your Wife, and Finding a Deeper Personal Relationship with God. These are essentials for every man in his pursuit of biblical manhood.

1. **Schedule *Success That Matters* with Man in the Mirror.**

- a. Confirm your event date with the leadership team and senior pastor.
- b. Call a Ministry Consultant at Man in the Mirror or work with your Man in the Mirror Area Director to schedule the event. If doing a Faculty-Led Seminar, review the list of speakers on Man in the Mirror's website and indicate your preferences, if applicable. **Ask about the JBM discount.**
- c. Mail or email a completed seminar contract, along with the scheduling fee.
- d. **Receive the seminar kit from Man in the Mirror. The most important item is the Manual.** Read through it thoroughly and assign the following Coordinator roles:

Event Director: _____

Promotions & Registration: _____

Prayer & Follow-Up Groups: _____

Resources (Faculty Led only): _____

Speaker (You-Teach-It only): _____

Set up weekly meetings with your event planning team to study *No Man Left Behind*. The book will come with your seminar kit; for more in-depth training, go through the video-based No Man Left Behind Courseware.

- e. Man in the Mirror seminars are designed to be break-even events for the church. Determine your ticket price using the Ticket Calculation worksheet in the Manual that you received with your seminar kit. 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.
 - 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.
 - g. **Follow the Manual timelines for event logistics.**
2. **Invite men to the event.**
- a. **The Manual will have detailed timelines and a promotions plan.** Follow it, adding your own ideas as you go.
 - b. Invite your pastor to attend the event, as well as help invite others during Sunday morning worship services.
 - c. Print your event details on the bulletin inserts and mini-brochures that came with your seminar kit, using the templates provided on the Promotions CD. Hang up the event posters in heavy-traffic areas of the church.
 - 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.**
 - g. Encourage men to bring someone with them. Use this event to cast an outreach vision. The more men that get involved in the challenge at the initial level, the better!
3. **Plan and prepare for your Capture step.**
- a. The **Capture** step for *Success That Matters* is a six-week follow-up booklet, or “Life Plan,” and it is included with the seminar kit. It is designed to be an “entry-level” study—attractive to men who have never been involved in a small group study.

- b. Make an educated estimate for event attendance and determine how many small group facilitators you'll need to have in place. Aim for one per eight men expected to attend.
- c. With your event team, make a list of men you'd like to ask to be small group facilitators.
- d. Invite them to lead a six-week follow-up group. For *Success That Matters*, the Life Plan includes a leader's guide and discussion questions. Emphasize that facilitating a group should be easy and just requires a willing man.
- e. For more instruction on choosing and preparing group leaders, see the Processes section of this notebook.

4. **Kick-off the challenge with your event!**

- a. Follow the Manual provided with your seminar kit.
- b. Have your leaders in attendance and make sure every man feels welcome!
- c. Make sure every man receives a Session Outline when they arrive for taking notes during the event.
- d. Be attentive to men sitting alone or men who are new to the church. Have table leaders in place to help facilitate discussion during breaks.
- e. If your event will have 100+ men, signs should be hung up around the room with follow-up group locations, days, and times (see the Processes section).
- f. Help men form small groups at the end of the event—**BEFORE they leave.**

CAPTURE MOMENTUM

The **Capture Momentum** step for Challenge 1, Run the Play, is Man in the Mirror's *Success That Matters Life Plan*. This is a six-week study booklet with discussion questions for men to do in small groups. Life Plans are included with your seminar for up to a certain number of men. You may order additional Life Plans before the event, as needed.

1. **Begin six-week small 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 Life Plans on hand for late joiners.
- c. 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.

- d. Have group leaders hand out a Faith & Life Objectives card to any man who doesn't already have one, but only after completing the pre-Assessment. They should read and briefly discuss them as a group at their 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 found in this section of the notebook that are specific to this challenge, as desired. For additional suggestions, 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 six-weeks of follow-up study, plug as many men as possible who aren't participating in small groups into other ongoing ministries in the church.
3. **Prepare for the Sustain step.**
- a. Decide if you will use a book or video study of *The Man in the Mirror* by Patrick Morley. (*circle one*)

| | |
|------------|-------------|
| Book study | Video study |
|------------|-------------|
 - b. If doing a book study, order copies of the book *The Man in the Mirror* by Patrick Morley. Heavily discounted copies of this book are available in bulk through Man in the Mirror's *Books! by the Box* program.
 - c. If doing a video study, order *The Man in the Mirror Remix* series from Man in the Mirror. You may also download these videos for free from the Man in the Mirror website!
 - d. *The Man in the Mirror* has 24 chapters or video sessions. Decide if you will do a 24-week study, a 12-week study, or a 6-week study. We provide chapter suggestions for the 12-week and 6-week options under **Plan & Assess**.
 - e. Ask all existing **Capture** group leaders if they'd like to continue leading a group for the next study. Replace and recruit as needed.
 - f. In Week 5 of the follow-up groups, announce the **Sustain** step—in both the small groups and church-wide.
 - g. If possible, send an email to all the men in the church and invite them to join in *The Man in the Mirror* study. Re-communicate the Faith & Life Objectives.

- h. In Week 6 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 Challenge 1, Run the Play, is *The Man in the Mirror* by Patrick Morley—either a video or book study. This can be a 6, 12, or 24-week study.

1. **Begin *The Man in the Mirror* study groups.**
 - a. The **Sustain Change** groups should seamlessly start as the **Capture** groups end.
 - b. Invite men who haven't yet participated directly in the challenge to be a part of *The Man in the Mirror* study.
 - c. Have group leaders hand out Faith & Life Objectives cards to any men who don'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 suggestions.
 - 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. Below are some ideas.

USE YOUR "HANDS"

- ☐ Challenge every married man to plan a **date night** for his wife and give her a hand-written letter about what he cherishes about her. Have guys share their plans with each other!
- ☐ Plan a one-day, "Test Your Manhood" **service project**—be creative and make it a fun day with barbeque lunch or a bonfire afterward. Build a house with Habitat for Humanity, paint and fix up the home of a widow in the church, wash the cars of single moms, do yard work for the seniors, or anything else that brings the men together to actively serve the community.
- ☐ Have the pastor email all the men, using excerpts from the free article "Hindrances to Transformation" or "Seven Tips to Develop Your Own Bible Reading Plan" (links can be found under Challenge 1 at www.maninthemirror.org/JBM). Invite every man in the church to **schedule daily time in God's Word**. To build camaraderie, add in a team aspect to the challenge—the Early Birds vs. the Night Owls! Have guys in both categories keep each other accountable.

- b. Advertise these opportunities church-wide, not just to men participating in the 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.
 - c. 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 Challenge 1. 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 leaders distribute to their men in the final week of the study.
 - e. Distribute to all other men in the church. Keep the Assessments of direct challenge participants 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 Challenge 1. The last thing for them to do will be to help plan and execute the Celebration. The celebration for Challenge 1, Run the Play, is a **men's dinner**.

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 participated in the men's only portions of 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 dinner.**
 - 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 dinner.
- d. In order to emphasize the all-inclusive nature of the challenge, aim to find one man to share at the dinner who was impacted but 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 the celebration.
- h. Choose a date and time for the dinner, with approval from your pastor, who should plan to attend:

Date: _____ Time: _____
- i. Reserve a room or venue for the dinner.
- j. Decide on the menu and whether it will be buffet style or plated. 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. Connect the testimonies and other celebration remarks to the larger vision of the church and how God is using your men to impact their community and world.
- d. Unveil the next challenge and the next **Create** event.
- e. Ask men, "Who's missing?" and encourage them to invite others to the event from outside the church.
- f. Give men an opportunity to sign up for the **Create** event before they leave the dinner.
- g. Also, recruit additional men for the leadership team for the next challenge.

CHALLENGE 1— MASTER THE ESSENTIALS OF BIBLICAL MANHOOD

CALL AN AUDIBLE—PROJECT PLAN CHECKLIST

| ✓ | Weeks Before/ After Kickoff | Plan & Assess, Create Value, Capture Momentum, Sustain Change, Evaluate & Celebrate | Who? | By When? |
|---------------|--------------------------------|--|------|----------|
| Plan & Assess | | | | |
| | -16 | Recruit new leaders for this challenge, using the Processes section of this notebook. | | |
| | -14 | Choose Create event type: _____ | | |
| | -14 | Confirm speaker for event, as needed: _____ | | |
| | -13 | Choose date(s) and times for event: _____ at _____ | | |
| | -13 | Decide what resource to use for the short, Capture groups: _____ | | |
| | -13 | Decide what curriculum to use for the longer, Sustain groups: _____ How many weeks? _____ Chapters/Sessions: _____ | | |
| | -12 | Download Faith & Life Objectives (F&LO) card and pre-challenge Assessment form from website and modify as needed with team. | | |
| | -11 | Reserve venue/room for the event and add to church calendar and website. | | |
| | -11 | Get the pastor's sign-off on the F&LO card and pre Assessment. Print one for <i>every</i> man. | | |
| | -11 | Finalize leadership team for Challenge 1. | | |
| | -10 | Create distribution plan for the F&LO cards and Assessment. | | |
| | -10 | Finalize the event promo plan, using the template in the Processes section of this notebook. | | |
| | -9 | Begin studying the book <i>No Man Left Behind</i> with the event team. | | |
| | -9 | Determine your All-Inclusive and "Hands" activities, using checklists provided. | | |
| Create Value | | | | |
| | -8 | Begin promoting event, using your promo plan. Be sure to focus on personal invitation! | | |
| | -8 | Start asking men to lead the Capture groups (4-8 wk follow-up)—1 leader per 8 men. | | |
| | -7 | Begin holding weekly leadership mtgs for event coordinators. | | |
| | -6 | Make sure leaders are in place to lead the Capture groups. | | |
| | -5 | Pass out F&LO cards and Assessments to leaders. | | |
| | -4 | Weekend Services—Announce The Journey and Challenge 1. Build excitement! | | |
| | -3 | Various leaders should distribute the F&LO cards and Assessment forms to all men in small groups, classes, sports activities, etc. | | |
| | -2 | Order materials for the Capture groups. Be sure to have enough for men who don't come to event but want to join groups. | | |
| | -2 | Continue distributing cards and distributing/collecting Assessments. | | |
| | 0 | Kick-off Challenge 1 with the event. | | |

| ✓ | Weeks Before/ After Kickoff | Plan & Assess, Create Value, Capture Momentum, Sustain Change, Evaluate & Celebrate | Who? | By When? |
|---------------------------------|--------------------------------|---|------|----------|
| Capture Momentum | | | | |
| | 0 | Connect men directly into follow-up groups BEFORE they leave the event. | | |
| | 1 | Invite ALL men to join the follow-up groups. | | |
| | 1 | Follow-up groups meet for the first time, using the resource of your choice. Group leaders should distribute F&LO cards and collect Assessments as needed. | | |
| | 3 | Plug men who aren't directly participating into other small groups and ongoing ministries. Use All-Inclusive suggestions. | | |
| | 4 | Order your materials for Sustain groups. | | |
| | 4 | Ask all existing follow-up group leaders if they'd like to continue leading a group for the next study. Replace and recruit as needed. | | |
| | 5 | Announce Sustain step in existing groups <i>and</i> church-wide. Re-communicate the F&LOs. | | |
| | 6 | Have guys agree to continue Sustain study the following week and give new guys an opportunity to get into groups. Reform groups as needed. | | |
| Sustain Change | | | | |
| | 7 | Begin studying Sustain curriculum. (This project plan is based on 6, 12, or 24 wks of study.) | | |
| | 8 | Help men outside of the groups stay engaged in the challenge, using All-Inclusive ideas. | | |
| | 9-20 | Give men an opportunity to put what they're learning into action, using a "Hands" suggestion from the checklist. Advertise them church-wide to ALL the men in the church. | | |
| | 9, 15 or 27 | Download post-challenge Assessment form. Modify as needed and have the pastor approve. Print one for every man in the church. | | |
| | 10, 17 or 29 | Choose date/time for celebration gathering: _____ Invite pastor and leaders. | | |
| | 12, 18 or 30 | Have the small group leaders distribute the post-challenge Assessment in the final week of the study. Men should complete it based on how they're living their lives <i>recently</i> . Collect. | | |
| Evaluate & Celebrate | | | | |
| | 12, 18 or 30 | Distribute and collect post-challenge Assessment to all the men in the church during weekend services, classes, and other groups. Aim to keep these separate from the Assessments of the men who participated in the men's only groups. | | |
| | 12, 18 or 30 | Reserve room/location for celebration gathering: _____ | | |
| | 13, 19 or 31 | Make sure all Assessments have been collected. Create a report; keep the results of the participants in the men's only groups separate if possible. Share the report with your pastor and team. | | |
| | 13, 19 or 31 | Ask men who led groups for names of guys who particularly benefitted from Challenge 1. | | |
| | 13, 19 or 31 | Finalize the celebration agenda. Be creative! Incorporate humor or competition. | | |
| | 13, 19 or 31 | Announce the men's celebration gathering and invite ALL the men in the church. | | |
| | 14, 20 or 32 | Ask the men recommended by the group leaders to share their stories with you or another team member—either by email, video, or at the celebration. Ask for permission to share. | | |
| | 16, 23 or 34 | Celebrate with your men! Announce the results of the Assessment, remind them of their F&LOs, pray together, share testimonies, and enjoy! | | |
| | 16, 23 or 34 | Announce Challenge 2! Ask men to consider, "Who's missing?" and invite others on The Journey from outside the church. | | |

CHALLENGE 1— MASTER THE ESSENTIALS OF BIBLICAL MANHOOD

CALL AN AUDIBLE

This first challenge in the Journey to Biblical Manhood introduces your men to the characteristics of a godly man. They will explore these same ideas in more detail through other challenges in the rest of the Journey.

The “Call an Audible” option you have chosen leaves the curriculum choices up to you! We’ve listed some recommendations below to get you started.* Choose which resources you’d like to use and plug them into the challenge. We’ve provided the framework to make your choices as effective as possible.

***Please note:** the suggested curricula and events listed below were available at the time of printing; Man in the Mirror does not guarantee the availability of resources.

Suggested resources for the Call an Audible version of Challenge 1 are:

- **Create Value** event:

- Host the *Success That Matters* seminar, Man in the Mirror (six-hour event, 1 or 2-day format).
- Host the *Rewired* seminar, Man in the Mirror (six-hour event, 1- or 2-day format).
- Host a men’s barbeque—choose speaker, testimony, and worship (1-night).
- Host an overnight men’s retreat at or near your church—choose speaker(s), testimony, team-building activities, and worship.
- Attend a regional *Iron Sharpens Iron* conference, www.ironsharpensiron.net (Saturday event).
- Host a *Rough Cut Men* event at your church, www.roughcutmen.org (variable).
- Attend an *Eternal Impact Weekend* conference, www.DNAministries.org (weekend).
- Attend a regional Promise Keepers conference, www.promisekeepers.org (Friday/Saturday).

- **Capture Momentum** small group resource:

- *Success That Matters Life Plan* workbook, Man in the Mirror (6 weeks)
- *Rewired Life Plan: Galatians* workbook, Man in the Mirror (6 weeks)

- **Sustain Change** curriculum:

- *The Man in the Mirror* book by Patrick Morley, Zondervan (24 chapters)
- *The Man in the Mirror REMIX* video series by Patrick Morley, Man in the Mirror (24 DVD sessions)
- *The Measure of a Man* book by Gene Getz, Gospel Light (20 chapters)
- *Men's Fraternity: The Quest for Authentic Manhood* workbook or DVD/CD series by Robert Lewis, LifeWay (24 sessions)
- *Getting to Know the Man in the Mirror* workbook by Patrick Morley, Man in the Mirror (24 chapters)
- *Biblical Manhood* CD series by Patrick Morley, Man in the Mirror (12 CDs)
- *Wild at Heart* book by John Eldridge, Thomas Nelson (12 chapters)
- *Men U: Courses for a Transformed Life* book by Dave Wertheim, Thriving Churches International (11 chapters)

- **Celebrate** gathering:

- Host a men's cookout.
- Hold a men's bonfire.
- Have a special evening worship service for the men.
- Host a men's Saturday morning breakfast.

PLAN & ASSESS

First, choose your resources:

- What type of event will you use to kick-off Challenge 1? 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) _____
- 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