

4 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		