



# Initiative Overview:

## *The Journey to Biblical Manhood*

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*A COMPREHENSIVE, CHURCH-BASED SYSTEM FOR MEN'S DISCIPLESHIP*

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for and in collaboration with:

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*“God has given us a big holy audacious goal: To mobilize 330 field staff to help 33,000 churches to disciple one million men by 2020.”*

**—Patrick Morley, Ph.D.  
Author, *The Man in the Mirror***

# Initiative Overview

## *Executive Summary of The Journey to Biblical Manhood Initiative*

### THE MINISTRY

Man in the Mirror, Inc. (MIM) is a nonprofit ministry based in Casselberry, Florida. Its vision is “for every church to disciple every man.” Its mission is “serving pastors, training leaders, transforming men.”

### THE PROBLEM/OPPORTUNITY

America has a “men problem” that has overwhelmed families, divorce courts, social services, schools, and the criminal justice system. Christians are not immune. Many Christian men lead lukewarm, often defeated, lives—and they hate it. America also has a “church problem.” Most churches are pulled in too many directions and do not have the resources to focus on discipling their men. Churches typically don’t have the systematic procedures to meet men “right where they are” and take them to the next level of a discipleship process.

MIM has responded to these significant problems with an initiative to train and equip receptive churches in a proven men’s discipleship process that will help men lead powerful lives transformed by Christ.

### THE SOLUTION

Based on over 25 years of experience working with more than 25,000 churches, MIM has created *The Journey to Biblical Manhood* (“*The Journey*”), a comprehensive and flexible system that equips church leaders to reach and disciple all the men in their church. *The Journey* consolidates all of MIM’s concepts, products, and services into a single initiative. MIM believes that this initiative will lead to spiritual revival and awakening among men.

*The Journey* is an intentional discipleship process that:

- ✓ Equips and trains leaders in “No Man Left Behind,” MIM’s core model for men’s discipleship in the church, so they can build a sustainable ministry to men
- ✓ Ministers to men’s most deeply felt needs
- ✓ Equips men to understand who God created them to be
- ✓ Trains men as godly husbands, fathers, and sons
- ✓ Infuses men with the confidence and courage they need to complete their mission in life

When a church engages in *The Journey*, its leaders receive step-by-step instructions for implementing any or all of the following 12 Challenges with all their men:

1. Manhood: Master the Essentials of Biblical Manhood
2. The Gospel: Build a Firm Foundation in the Faith
3. Relationships: Build Godly Relationships and Marriages
4. Fathering: Father the Hearts of Our Children/Grandchildren
5. Disciplines: Become a Spiritually Disciplined Man
6. Work: Serve God in Our Work
7. Ministry: Commit to a Personal Ministry
8. Money: Use Money for God's Glory
9. Integrity: Live as a Man of Integrity and Character
10. Suffering: Be Shaped by Suffering
11. Leadership: Grow in Leadership
12. Purpose: Develop a Life Mission

Each challenge consists of Faith & Life Objectives (to be given, on a small card, to all the men in the church), a pre and post-assessment, suggestions for curriculum options to use in the challenge, suggested service projects and activities to engage men in the challenge, email templates with links to free resources to distribute to men, graphics files, PowerPoint files, a timeline, and more. The main content of a challenge can be communicated at a short retreat, over time in a class, in small groups, or through one-to-one discipleship.

#### **AREA DIRECTORS – A FIELD INITIATIVE**

While *The Journey's* strategy is designed to reach all men in a church, MIM's near term goal for the initiative is to mobilize 330 field staff (known as "Area Directors") to help 33,000 churches each disciple, on average, 30-40 unreached men for a total of one million newly disciplined men by the end of 2020. MIM is cooperating with denominations and established ministries to accomplish its goals with *The Journey*, including Campus Crusade for Christ, Young Life, The Navigators, Compass, and more. In doing so, MIM is acting as the catalyst to create a coordinated effort of ministries that are passionate about men's discipleship.

To reach as many churches as possible, MIM is hiring Area Directors across the country to work with churches at the local level. Area Directors are fulltime with MIM and raise 100% of their own support. (In addition, approximately 14% of the total they raise is returned to MIM as an administrative fee, a common practice among ministries with self-funded field staff to cover overhead expenses.) After being trained by MIM to use and implement *The Journey*, each Area Director is tasked with implementing the system in 100 churches within a 3-year time period.

### THE AUDIENCE

The target audience for *The Journey* is all men who attend church or who are open to spiritual ideas. Even a very effective “men’s ministry” will only engage 10-30% of the men in a church. The tools provided by *The Journey* are designed to help leaders go beyond a traditional “men’s ministry” to reach every man in the church—especially men on the fringe—and those who would not normally attend a men’s Bible study or small group. MIM calls this the “all-inclusive” concept.

### STRATEGIC PRINCIPLES

*The Journey* employs the following five strategic principles:

1. **Church-based.** It reaches men by targeting those already attending churches and, through them, men in the community.
2. **Led by area directors.** It is led by a self-funded, regional field staff (“area directors”) who recruit and then assist churches to implement the system.
3. **Flexible design.** It allows churches of various sizes and various levels of men’s ministry experience to customize the system to fit their needs.
4. **Comprehensive.** The 12 challenges of *The Journey* address the key issues with which men tend to struggle and, if addressed, can lead to transformation.
5. **Online, subscription-based resources.** It is web-based, with implementation materials provided online to churches which have registered to use the system, including a planning notebook with timelines, checklists, graphics, promotional videos, and more.

### MIM QUALIFICATIONS & POTENTIAL FOR SUCCESS

For the following reasons, MIM believes it is singularly qualified and uniquely positioned to successfully execute *The Journey* initiative:

- ✓ MIM is not aware of any other ministry with the level of the experience, relationships, expertise, resources, voice, and authority in the area of ministry to men that would enable it to implement a solution like this.
- ✓ MIM has a track record of successfully completing large scale initiatives.
- ✓ MIM already provides ministry resources to more than 30,000 leaders per year, has conducted ministry transactions with over 25,000 churches, has partnerships with a large number of denominations, and in 2010 reached its 10-year goal of “impacting 10 million men.”
- ✓ MIM has statistical evidence that its process of men’s discipleship works. In a 2010 independently verified survey, leaders who implemented the principles behind *The Journey* over the previous 2.5 years had an average 48% increase in the number of men attending their church and an 84% increase in the number of men involved in discipleship.

- ✓ MIM has a proven concept for reaching men. Of the men who have attended MIM's 1,100+ events since 1996, 33% have committed or recommitted their lives to Christ, and 67% have joined a follow-up small group.
- ✓ MIM constantly adds to its vast library of discipleship and leadership resources on all aspects of ministry to men. Many of these resources have been incorporated into *The Journey's* methodology.
- ✓ Members of MIM's management team are considered thought leaders in the industry; its staff is among the most respected and competent in the men's discipleship field.

#### IMPLEMENTATION PHASES

Research and concept formation were conducted from September 2009 to May 2010. *The Journey* was implemented in three phases.

- ✓ Phase I: Design & Pilot Implementation (May 2010—December 2011)
- ✓ Phase II: Going Public (January—December 2012)
- ✓ Phase III: Final Rollout (January 2013—ongoing)

#### A SPIRITUAL INVESTMENT OPPORTUNITY

MIM is actively seeking investors to support *The Journey*. One investment option is to make a tax-deductible contribution to support a local Area Director. MIM invites you to prayerfully consider the important initiative portrayed in this Overview. Will you support this initiative to change the hearts of men, transforming them into the men God intends them to be?

To obtain more information or contribute, please contact your local Area Director or:



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This Initiative Overview summarizes a comprehensive, full-length Initiative Prospectus, prepared in August 2013, which describes in much greater detail the Journey to Biblical Manhood initiative. Contact Man in the Mirror for a copy of the full Prospectus.