

# The Man in the Mirror Area Director Initiative



## The Problem

- The "**men problem**" has become a crisis that is virtually out of control. The collateral damage among families is staggering. Men under 40 are especially vulnerable to an alien worldview that is gutting the institutions of marriage and family. Our government agencies, social sector organizations, and businesses are overrun trying to cope with the downstream damage of an increasingly fatherless, angry, and dysfunctional generation.
- Unfortunately, we also have a "**church problem.**" The mission of the church, of course, is to make disciples. We love the church. But the vast majority of churches are struggling to consistently make male disciples. As a result, they are not able to cope with the changing climate among men. Their leadership resources are often depleted and most of them need fresh ideas. Churches know that there can be no meaningful solution to the problems our world faces unless men are equipped to be godly men, husbands, fathers, and citizens.
- **How can we solve these two problems?** God has shown us what needs to be done. We have a plan based on 25+ years of work directed at exactly these problems.

## The Plan

- We are deploying 330 full time Area Directors ("ADs") to help churches evangelize and disciple men to be godly men, husbands, and fathers. An AD, once he raises the budget for his regional ministry, builds relationships with 100 churches in his first three years (about three churches per month), and then helps those churches to disciple, on average, 10 new men per year--for a total of 1,000 new disciples annually, and 10,000 in ten years. (These results are a conservative estimate based on historical results from surveys of churches implementing these principles.)
- Churches that use our **No Man Left Behind Model** see a **48% increase** in men attending in, on average, 2 ½ years; and an **84% increase** in men's discipleship in that same period. When these results passed statistical analysis, we realized God was calling us to proliferate this to as many churches as want it.
- Hence, we believe God is calling us to engage and train as many churches as we can on how to effectively use this Model and The Journey to Biblical Manhood--a flexible plan that empowers a church to disciple all of their men over time.
- This Plan, God willing, will result in the following **projected outcomes by 2020**:
  - **330 ADs** (one for each 1,000 churches). **So far we've appointed 59.**
  - **1,000,000+ new disciples** for less than \$5 each of front end investment to HQ.
  - The capacity to produce **500,000 new disciples annually** through churches.

- 19,000 churches actively engaged (6% of all churches).
- A likely increase of more than \$2 billion in annual giving to kingdom work (assumes \$2,000 per new disciple of new or additional giving).

## The Organization

- **Our vision is "for every church to disciple every man."**
- **Our mission is "helping churches more effectively disciple men."**
- Started in 1986 with a Bible study which has grown to 10,000 men today.
- The Bible study led to the book, *The Man in the Mirror*, with over 3,000,000 copies.
- The book led to Pat leaving business to start Man in the Mirror in 1991.
- **Since 1991 the ministry has impacted 12,000,000 men through 35,000 churches**, including 1,300 seminars, 9,000,000+ books distributed, 2,000,000+ Bible study video downloads, 11,500 leaders trained in nearly 4,000 churches, and by partnering with 12 denominations representing 145,000 of America's 330,000 churches.

## The Need

It costs \$15,000 each to hire, train, and deploy an Area Director.<sup>1</sup> So what does \$15,000 buy? **Here's the projected impact for one Area Director in his first ten years...**

- 10,000 local men become Christians or new disciples, begin to grow, and serve Christ in their churches and communities
- 100 churches will experience a 48% increase in male attendance
- 100 churches will almost double the number of men living as disciples
- Approximately 1,500 marriages will be saved, and 3,000 children will grow up in loving homes, spared from the tragedy of divorce (based on the difference in divorce rates for active Christians and the culture)
- \$20,000,000 per year of additional giving will be generated for Kingdom purposes (10,000 x \$2,000 of new/increased giving per man)

We are also praying for a measurable reduction in unwed mothers, abortions, fatherless homes, high school dropouts, pornography use, sex sins, prison populations, domestic abuse, poverty, racism, and so on--wherever the sting of the lack of the gospel is felt.

We think this is smart money. **Making disciples is God's designated way to release the power of His Gospel on every problem facing our men, their marriages, families, churches, workplaces, and communities.** We believe that if God gives us success, this would fuel a culture change to reverse the moral and spiritual erosion of our men and their families for the next generation. **Anything less than a plan to disciple every willing man in every church is a moral failure of historic proportion.**

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<sup>1</sup> Divide \$3,000,000 of additional funding by the 200 area directors projected to be appointed by the end of 2016, at which time the initiative is self-sustaining.

Like Nehemiah's wall-builders, **we want to work alongside anyone and everyone committed to building authentic disciples of men.** But just so you know, there is no secret group with an unlimited budget like the Manhattan Project hidden away in a dark room. That's why we need you. If we don't address the issue of restoring healthy men, can we really ever expect healthy marriages, families, churches, and communities?

The cause is crucial. The stakes are high. The time is now! Recently Pat has been teaching that a servant doesn't ask, "What do I want?" A servant asks, "What does the Master need?" We humbly request you ask, "**Does the Master need me to be part of this?**"

### **Some Current Results:**

- Of the 59 total Area Directors, 15 have raised their budgets and are now working part-time or full-time with churches. (According to CRU, this fundraising effort averages between 18 and 24 months. They begin working with churches at approximately 70% funding.)
- **Ronn Read** launched in NW **Chicago** last November and has already held a No Man Left Behind training for 60 leaders and is working with 30+ churches to help them build a sustainable discipleship process. In addition, **Ronn** has been asked by the Salvation Army to train all 51 of their churches in northern Illinois.
- **Clark Miller** in **Dayton** is also engaged with over 30 churches in just four months. He had this to say after one of his first days on the job...

*"I met with Tim this morning for breakfast, then with Chris for lunch, and by the time I had gotten home from lunch with Chris, Tim from our breakfast meeting had already signed his church up for the Journey to Biblical Manhood. Hearing each story, I'm amazed at how God has prepared the church and the pastor or men's leader for this initiative. The time is right. Having more fun than ever expected, just walking into God's preparation! The mission starts!"*

- **Ron Crawford** in **Pennsylvania** visited 50 churches with the result that 30 churches sent over 90 leaders to our No Man Left Behind training in the area.
- **John Williams** on **Florida's First Coast** had 63 pastors and leaders attend his "kickoff" breakfast, and 22 churches asked for immediate help with their men's discipleship.

Other Area Directors are having similar results. Jesus said, "The harvest is plentiful but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field" (John 9:37-38). God has given us a plan to send trained workers into these fields of men who are ripe for harvest. Now we are asking Him to provide the resources that will see men transformed all across America for His glory.

# Man in the Mirror Area Director Initiative

## Current Status and Projections



We began 2013 with 43 appointed and hired Area Directors. As of 5/8/2013, we are at 59.<sup>2</sup> We are currently raising a second (and final) round of **\$3,000,000** in funding. In the first round of funding (summer 2011), God provided \$1,750,000. This allowed us to design our systems and processes, launch the initiative, then recruit and train these 59 Area Directors. If God provides \$2,100,000 in funding in this round, we believe we will meet the “Current Projections” below. If God provides the full \$3,000,000, we will implement the “Accelerated Projections.” This will allow us to fully staff our Area Directors and **double the number of new disciples** (to 1,000,000) by 2020.

### Accelerated Projections with Additional Funding

Year	2013	2014	2015	2016	2017	2018	2019	2020
Total Area Directors EOY	91	166	213	248	282	311	317	330
Tot Churches Impacted (Cum)	200	814	2,159	4,479	7,604	11,345	15,472	18,916
Total New Disciples (Cum)	3,000	15,210	47,588	114,776	228,831	410,348	673,379	1,013,870
Net Income from Project:	\$(1,277,149)	\$(1,037,723)	\$(731,026)	\$40,439	\$277,185	\$661,305	\$871,492	\$953,897

**Total Dollars Required Until Break Even: \$3,045,899**

### Current Projections with Regular Funding Level

Year	2013	2014	2015	2016	2017	2018	2019	2020
Total Area Directors EOY	71	101	126	151	175	201	227	254
Tot Churches Impacted (Cum)	163	599	1,462	2,856	4,508	6,358	8,433	10,715
Total New Disciples (Cum)	2,438	11,426	33,358	76,199	143,820	239,190	365,685	526,402
Net Income from Project:	\$(919,395)	\$(744,971)	\$(464,927)	\$8,928	\$75,300	\$146,961	\$322,504	\$451,568

**Total Dollars Required Until Break Even: \$2,129,293**

<sup>2</sup> Projections include an allowance for 30% of appointed Area Directors to wash out, mostly because they are not successful in raising their region’s budget.