



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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INTRODUCTION TO THE JOURNEY TO BIBLICAL MANHOOD

WHY?

Most churches are pulled in too many directions to disciple their men effectively. Too many Christian men lead lukewarm, often defeated lives—and they hate it. Too many leaders get frustrated, discouraged, and then just give up. We’ve rolled our 25 years of experience working with men and churches into an idea to meet this need and solve these problems.

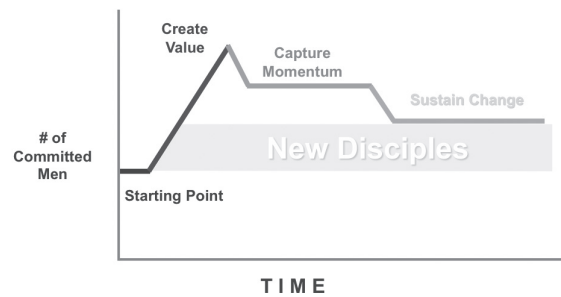
WHAT?

The Journey to Biblical Manhood is not a specific curriculum or event. It is a long-term framework to disciple every man in your church. Our hope is that as each man embarks on The Journey with his brothers, he will adopt the reality of Romans 12:2: *Do not conform to the pattern of this world, but be transformed by the renewing of your mind. Then you will be able to test and approve what God’s will is—his good, pleasing and perfect will.*

The Journey consists of 12 Challenges, all **flexible to meet your church’s unique needs**; choose which challenges you do, what order you do them in, their duration, the goals and objectives, and the curriculum! We’ll show you how to customize it along the way for your men. At the start and end of each challenge, we’ll help you survey your men with pre- and post-assessments so you can see what God is doing!

WHO?

The Journey is NOT another activity for the men’s ministry. **In fact, we don’t want you to use the term “men’s ministry” at all!** We’ll show you how to involve every man—even those who would never attend a men’s event or join a class. And we don’t want you to just reach the people in the pews; we’ll show you how to bring men from outside your church along with you on The Journey.

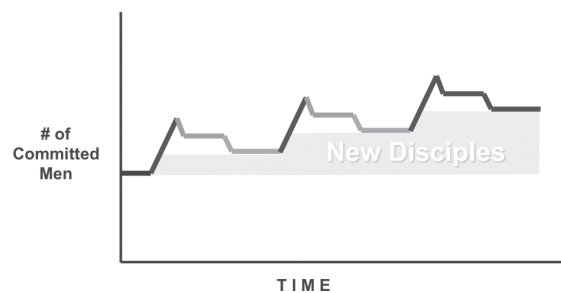


HOW?

Overseeing The Journey is not a one-man job! It is vitally important to **build a committed team to lead each challenge**, and we’ll show you how to recruit new leaders. Equally important is the support of the senior pastor.

At the foundation of The Journey is the No Man Left Behind Model, and we provide a term glossary for you in the back of this notebook. To maximize the effectiveness of all you do, we recommend the No Man Left Behind training.

The goal of The Journey is sustainable growth over time, using the **Create Value, Capture Momentum, and Sustain Change** process to make new disciples and move existing disciples further along in their walk.



USING THE JOURNEY TO BIBLICAL MANHOOD

This notebook is designed to help you be as effective as possible as you take The Journey. To do this, each of the 12 Challenges is separated into **five major strides (color-coded throughout notebook)**:

- 1 PLAN FOR THE CHALLENGE.**
- 2 CAST THE VISION.**
- 3 INCLUDE ALL YOUR MEN.**
- 4 DELIVER CONTENT.**
- 5 CELEBRATE!**

You may customize each challenge to suit your church's needs. For the overall content, we offer **two options** for each challenge, but each option can be tailored in terms of duration.

- ✓ **STRAIGHTFORWARD PLAN:** We choose the event and curriculum for you. Every step is already mapped out to save you time and work, with limited flexibility built in.
- ✓ **FLEXIBLE PLAN:** We recommend various events and curriculums, and you choose what to use. This option provides more flexibility than the Straightforward Plan, but still walks you through the process.

In addition to step-by-step directions, we offer challenge-specific suggestions in this notebook to get *more men more involved* in real, tangible ways; look for these ideas in the boxes titled **Disciple Every Man** and **Use Your "Hands."**

For every challenge, no matter which option you choose, we provide **detailed checklists and timelines** for your team to follow. There are a few processes that you'll use over and over again, and they can be found in the **Helpful Tools section** of this notebook; we want you to be as effective as possible as you plan and promote events, build and recruit leaders, and get men into small groups.

As a supplement to the notebook, you'll want to use the website: www.journeytobiblicalmanhood.org. There, you'll find **downloadable, editable templates** for cards, surveys, emails, hardware and more.

One of the best aspects of The Journey is the **celebration** that happens at the end of each challenge, as men experience transformation and new relationships! We offer ideas to make this time significant for your men.

Finally, we provide a No Man Left Behind Model diagram and glossary in the back of the notebook to help you with key terms you'll see throughout each challenge. For maximum effectiveness, we recommend leaders take the No Man Left Behind training. For details, call Man in the Mirror at 1-800-929-2536 or visit www.maninthemirror.org/courseware.

THE 12 CHALLENGES: AN OVERVIEW

- 1 MANHOOD: MASTER THE ESSENTIALS OF BIBLICAL MANHOOD.** This first challenge in The Journey is designed to provide an overview for participants. It introduces your men to the basic characteristics of a godly man. These are the same ideas they will be exploring in more detail during the rest of the Journey.
- 2 THE GOSPEL: BUILD A FIRM FOUNDATION IN THE FAITH.** This challenge communicates the basic faith tenets every man should understand, such as the character of God, justification, sanctification, the church, the Bible, the person of Christ, and work of the Holy Spirit. It encourages men to continually seek to learn more about God and the Bible.
- 3 RELATIONSHIPS: BUILD GODLY RELATIONSHIPS AND MARRIAGES.** This challenge helps men explore the key relationships they have. Topics include dating, marriage, being single, brotherhood, and integrity in personal relationships.
- 4 FATHERING: FATHER THE HEARTS OF OUR CHILDREN/GRANDCHILDREN.** Many men have no example of proper fathering; this challenge shows men what it means to be a godly father, grandfather or mentor.
- 5 DISCIPLINES: BECOME A SPIRITUALLY DISCIPLINED MAN.** This challenge teaches men the biblical foundations of prayer, worship, fasting, meditation, and solitude. Men will learn how to incorporate these disciplines into their daily life.
- 6 WORK: SERVE GOD IN OUR WORK.** This challenge addresses issues such as mission and calling, purpose, the true definition of success, balance and priorities. Men will be encouraged to do their work with excellence and diligence in order to demonstrate God's character to a watching world.

7 MISSION: COMMIT TO A PERSONAL MINISTRY. This challenge helps men understand their giftedness and how they can contribute to Kingdom work. It also teaches them about their purpose in life and how that sense of purpose guides their priorities and behavior.

8 MONEY: USE MONEY FOR GOD'S GLORY. This challenge shows men that they are stewards of the gifts God has given them. It encourages men to be God's money managers, avoiding or reducing consumer debt and contributing to Kingdom work.

9 INTEGRITY: LIVE AS A MAN OF INTEGRITY AND CHARACTER. This challenge helps men understand what the Bible has to say about moral, ethical and sexual purity. Men will identify key areas in their lives to establish boundaries and accountability to help them maintain integrity and witness.

10 SACRIFICE & SUFFERING: BE SHAPED BY SACRIFICE AND SUFFERING. The Bible says we are called to share in Christ's suffering. This challenge aids in an understanding of sacrifice and suffering and how to view them from a Christian perspective.

11 LEADERSHIP: GROW IN LEADERSHIP. Some men are called to be leaders of ministries—others of businesses. And all men are called to be leaders in their homes. This challenge encourages men to view leadership from a biblical perspective.

12 OUTREACH: SHARE JESUS' STORY. This challenge teaches men the importance of reaching out to others, while giving them the tools to share the Gospel.

The Sample Multi-Year Calendar (on Page 9) is meant to demonstrate the ongoing nature of The Journey over a period of several years. **Most churches will complete one or two challenges per year.**

You'll notice the lengths of the challenges will vary, based on the resource selections within each challenge. Some challenges may even overlap each other; churches may choose to begin planning and recruiting leaders while the previous challenge finishes.

You'll also notice that there are some natural breaks in The Journey, allowing for summer vacations, holidays, etc. Feel free to incorporate breaks as needed.

SAMPLE MULTI-YEAR CALENDAR

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Year 1							CHALLENGE ONE: MANHOOD					
Year 2			CHALLENGE TWO: THE GOSPEL					CHALLENGE THREE: RELATIONSHIPS				
Year 3			CHALLENGE THREE					CHALLENGE FOUR: FATHERING				
Year 4				CHALLENGE FIVE: DISCIPLINES					CHALLENGE SIX: WORK			
Year 5					CHALLENGE SIX: WORK				CHALLENGE SEVEN: MISSION			
Year 6								CHALLENGE EIGHT: MONEY			CHALLENGE NINE	
Year 7					CHALLENGE NINE: INTEGRITY							CHALLENGE TEN: SACRIFICE & SUFFERING
Year 8					CHALLENGE ELEVEN: LEADERSHIP							CHALLENGE TWELVE: OUTREACH

THE FIVE STRIDES

EACH OF THE 12 CHALLENGES IS BROKEN UP INTO FIVE MAIN STRIDES.

1. PLAN FOR THE CHALLENGE. Start the Journey off strong! In the Helpful Tools section of this notebook, we'll show you how to form a leadership team, promote and plan events, and more. These are processes you use in every challenge. Then for each challenge, we've provided step-by-step instructions and project plan checklists for you and the other leaders.



2. CAST THE VISION. We'll help you cast vision at the start of each challenge for every man in the church. Each challenge is so much bigger than an event or study, and we'll give you the tools to let each guy know what you hope God accomplishes in three main areas: what he knows (Head), what he believes (Heart) and what he does (Hands). We call these the **Faith & Life Objectives**, and you'll communicate these to the men through downloadable cards at the start of each challenge. Cards can be downloaded from the website as color, print-ready versions or black and white editable versions.

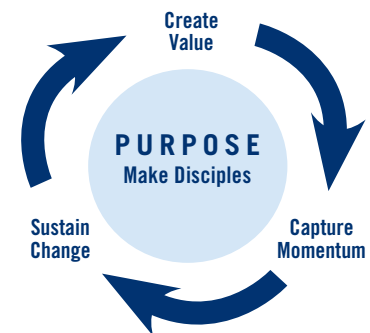
Also during this stride, **assess your men** through the use of a short survey. The assessment form is simple and able to be downloaded and modified as needed. This provides you and the leadership team with a great snapshot of where your men are in the area of the challenge. At the end of the challenge, you'll assess your men again with a similar survey to gauge what God has done in their lives over the weeks of the challenge.

3. INCLUDE ALL YOUR MEN. Every man is on the Journey together—not just those who will come to an event or join a small group. Therefore, we provide you with **ways to reach men on the fringe** and disciple them right where they are. Many of these ideas and resources are FREE and downloadable—articles, video Bible studies, sermons, devotionals, activity ideas, and more.

4. DELIVER CONTENT. The heart-oriented resources we suggest for each challenge are designed to be done in a small group context. **You may use our recommendations or choose you own.** It's completely up to you.

The cycle of each challenge is that of Create-Capture-Sustain:

- **Create Value.** Each challenge kicks off with a value-creating and **momentum-building event**. We'll help you plan, promote, and personally invite men to attend. This event serves as a springboard for getting guys engaged in the challenge and should be open to every man in the church.



- **Capture Momentum.** On the Journey, you'll never do a stand-alone event. Instead, we'll show you how to connect guys to a **credible next step** BEFORE they leave the event. This allows you to capture the momentum. We've tested this process at more than 1,000 church events and more than 70% of attendees consistently join follow-up groups right there on the spot. Use one of the short-term studies we recommend, or choose your own. Either way, we'll tell you exactly what to do.
- **Sustain Change.** Following the short-term study, you'll move men into a **more in-depth discipleship opportunity**. Most real change takes place in the context of relationships, and this portion of the stride will enable men to connect on a more authentic level over a longer group study. Again, use our suggested resource(s) or choose your own.

5. CELEBRATE! At the end of each challenge, gather and celebrate what God has done through this leg of the Journey. Plan a time to eat, worship and/or hang out together, and incorporate the sharing of testimonies. Invite ALL the men in the church to this gathering.

BEFORE YOU BEGIN

This notebook is designed to be used in conjunction with the website. Although all your planning tools are included here, take advantage of the downloadable components of the Journey, including email templates, links to free resources, graphics, promo videos, assessment forms, and more.

The first thing to do before each challenge is to decide which planning option to use:

- ✓ **STRAIGHTFORWARD PLAN**, where WE PROVIDE the **Create** event, **Capture** resource, **Sustain** curriculum, and **Celebrate** event.
- ✓ **FLEXIBLE PLAN**, where YOU CHOOSE your event and resources, using one of our recommendations or your own.

In the section for each challenge, you'll find step-by-step instructions for, *first*, the Straightforward Plan option, and *second*, the Flexible Plan option. Each option also includes a **streamlined checklist** that corresponds with the in-depth instructions. Feel free to remove the checklist and keep it separate from the binder as a quick-guide to keep your team on track.

One more thing! In order to provide you with as much flexibility as possible, we provide an alternate theme on the website, complete with downloadable logos. Instead of "Journey to Biblical Manhood" or "The Journey," you may choose to use the title "The Revolution." All Faith & Life Objectives cards and other templates can be modified accordingly.

Need support? If at any time you have questions, want prayer, or need resources, call your local Man in the Mirror Area Director, or a Ministry Consultant here at our main offices: 800.929.2536. We are honored to serve you in your discipleship efforts. We've seen the **transformative power** in the principles behind this process and we can't wait to embark on The Journey with you and your men!





IT'S OKAY TO START SMALL! MANY LEADERS MAY NOT BE ABLE TO IMPLEMENT ALL ASPECTS OF THE JOURNEY.

If this describes your church, we recommend you focus on these five things:

- ✓ Build a leadership team. Then train them on the No Man Left Behind Model, using the book, the video-based Courseware, or by attending an event by the Man in the Mirror Leadership Training Center.
- ✓ Cast a compelling vision for ALL men in your church with either the Faith & Life Objectives or an annual theme.
- ✓ In everything you do, always capture the momentum by providing the right next step.
- ✓ Implement the Create-Capture-Sustain engine within your existing ministries.
- ✓ Use some of the free Disciple Every Man ideas found throughout this notebook for every Challenge you do.

To see an example of a Challenge plan that a small church might use, see the Small Church Sample Plan in the Forms section of this notebook.

1 PROCESS ONE: HOW TO RECRUIT LEADERS

As you begin planning each challenge, you'll need a team to help with the kick-off event and other challenge details. If you expect the same men to do it each time, some will burn out, while others who aren't involved might feel excluded. **Ideally, you'll have a combination of current and new leaders for each challenge.**

How do you engage current leaders and recruit new ones? If you want to have a sustainable team and ministry, **start with a powerful vision and a big challenge.** Men are tired of doing things “just because they should” or for no apparent reason. Men—especially younger men—want to be involved in something bigger than themselves. We have cheated men by hiding the incredible adventure of changing the world through Christ behind boring bulletin announcements.

Men do what they want to do, and they will want to do things they see as valuable, worthwhile, or bringing happiness. It's your job to present the vision in such a way that the Holy Spirit can call men to passionate commitment. Often we recruit men to tasks: “Can you bring the donuts to our next breakfast?” or “Will you call the men and invite them to the retreat?” There is one major problem—**when you recruit men to tasks, you have to “sell them again” every time there is a new task that needs to be done.**

Talk about everything you do in terms of the *purpose* of The Journey. When a man buys into the vision, you don't have to “sell” him on each separate activity or ministry. Each “task” becomes an opportunity for him to forward a cause he already believes in. **Anytime you ask a man to help with a challenge, ask him in terms of the vision, not the task.**

What does this look like? If you need someone to bring drinks for a men's barbecue, don't say, “Kevin, we need drinks at the barbecue. Would you mind bringing them?” Instead, say, “Kevin, we are training men for the battle through this challenge. One way we are going to reach them for Christ is by having a barbecue to create value. Would you be willing to bring drinks to help train men for the battle and reach men for Christ?”

The **Leadership Audit** and **Recruiting Worksheet** provided in this notebook have been adapted from the No Man Left Behind training. Use them as a resource to maximize the effectiveness of your current team and add new men to it.

Before completing the Audit worksheet, discuss these questions with your team:

1. Does our leadership team represent all the types of men we want to reach on The Journey?
2. Are we becoming to each other what we want the men of the church to become on The Journey? What are the obstacles to this?
3. What/Who else do we want and need for our leadership team (see Recruiting Worksheet)?
4. What are the qualities of a servant leader? What qualities are we demonstrating well? Where do we need to improve?
5. Who could help with this challenge that we might have overlooked?

LEADERSHIP TEAM AUDIT

Start here →

Senior Pastor

Then here ↘

Staff/Pastor Responsible for Ministry to Men

JBM Leadership Team Members	Strengths/Interests	Current Involvement
Designated Leader		

RECRUITING WORKSHEET

Use the table below to brainstorm potential leaders for the upcoming challenge. Recruit men that might bring different perspectives, skills, strengths and interests to your team.

Commit to a timeframe to approach those leaders and what you will invite them to (a **Create** and **Capture** step).

Prospective Leaders	Their Strengths, Interests & Current Involvement	Who will recruit?	By when?

PROCESS TWO: HOW TO HAVE AN ALL-INCLUSIVE STRATEGY

WHAT IS AN ALL-INCLUSIVE MINISTRY TO MEN?

In any organized effort to disciple your men, there will always be men who won't or can't join a group or come to an event. The best promotional plan and content will still only draw a percentage of the men in your church.

So what about all the men who are helping in other areas of the church—men parking cars, dropping their kids off at the youth group, serving as ushers, playing in the worship band, or leading a couples' group? Are these men not a part of the church's men's ministry?

The truth is that every interaction your church has with any man is ministry to men. The Journey to Biblical Manhood is built around this approach. **The number of men in your men's ministry is equal to the number of men in your church.** We refer to this approach as an **all-inclusive ministry to men.**

HOW DO I HELP MEN WHO AREN'T PARTICIPATING IN THE MEN'S-ONLY GROUPS ENGAGE IN THE CHALLENGE?

- ✓ For every challenge, there's a corresponding **Faith & Life Objectives** card. This is to show men where you're headed as a body, and to demonstrate that the challenge is bigger than an event or group study. It's so important that EVERY man in the church receives one of these cards. If possible, have the pastor address the cards during a worship service and review with the men. Communicate these as often as you can.
- ✓ **Support other leaders** in their ongoing ministries and groups and ask for their support as well. Ask other ministry leaders to incorporate the Faith & Life Objectives (F&LO) in their areas of influence. For example, you might ask the worship leader or choir director to discuss the F&LO with the men, or the head usher to connect what the ushers are doing to the F&LO through prayer.

See what ongoing ministries you can funnel men into who don't attend the men's-only groups. Is there a couples' group or a Sunday school class that would be a good place for men? Or would a short term mission trip or new members' class be a good step? **Your ultimate goal is not to get every man into your groups, but rather to provide every man with his right next step in his discipleship process.** See Process Five in the Helpful Tools section for more information about how to connect men to ongoing ministries and groups.

There also might be ways for you to **serve other ministries** through the challenge content itself. Allow the church to see how what you're doing with the men impacts your whole church; this will help you avoid stepping on toes or leaving other leaders feeling threatened

or minimized. You might plan a service project for the men to wash and detail the cars of the single moms in the church. Or you might have the men help those in your seniors' ministry with home repairs. Be creative! How can the men meet the needs of those in the church through what they're learning in *The Journey*?

On the website, we provide **communication templates** for you to use in your correspondence with other leaders; visit www.journeytobiblicalmanhood.org.

- ✓ For every challenge, we suggest projects and activities that enable men to put what they're learning into action. (Look for the Use Your "Hands" boxes in each section.) Open these **service projects and activities** to EVERY man in the church, and incorporate the F&LO into the agenda—whether it be through discussion or prayer. Use these opportunities to call men to the vision of the challenge, not just the task or event.
- ✓ When you plan any project, event, or activity involving the men in the church—whether it be a community basketball game or a monthly breakfast—add value and impact by **including a testimony**. Arrange ahead of time for a man to share what God is doing in his life in relation to the challenge's F&LO.

WHAT ABOUT MEN WHO CAN'T PARTICIPATE IN THE GROUPS BUT WANT INDIVIDUAL OR ONE-ON-ONE STUDY?

We believe that the small group format provides a great opportunity for men to get into meaningful, accountable relationships with other men. However, we also recognize that some men will not join small groups for a variety of reasons. Throughout this notebook, we offer suggestions to help you reach men on the fringe and engage men who don't join the men's-only groups on an individual and one-on-one basis. Look for the "Disciple Every Man" boxes for ideas related to that section's particular challenge.

PROCESS THREE: HOW TO PLAN YOUR CREATE EVENT

In this section of the notebook, we've provided some basic timelines and checklists for you to use **as you set up your Create step**, the event to kick off each challenge. First, review the five critical factors in ensuring your kick-off event is successful.

FIVE ESSENTIALS FOR A SUCCESSFUL EVENT

1. **A committed Event Director:** Find the person who will be excited to oversee volunteers, execute a plan, provide status updates to the pastor and other leaders, and communicate the vision and value of the kick-off event. Attention to detail, organization, and a passion to see men discipled are all great attributes for this role!
2. **An intentional strategy, using *No Man Left Behind*:** No Man Left Behind is a resource to help you maximize the effectiveness of your event, the follow-up groups, and everything you do. As part of your planning process prior to the event, take your team through a study of the book or the video-based Courseware.
3. **The support of the pastor:** Your pastor's support of the event is critical to its success. Show your pastor that this is a way for you to serve him and the men of the church and community. Ask him to invite men to attend the event on Sunday mornings and in other group settings to help build value. His influence is powerful!
4. **Personal invitation:** This is the single most significant factor in whether or not a man will attend. Form a plan for your team to personally invite each man in your church. Aim for every man to hear about the event five times; repetition gets results. Furthermore, have each man commit to bring someone from outside the church—make it an evangelistic opportunity!
5. **Follow-up groups:** Don't invest your time and resources in this event and then fail to capture the momentum with your men—before they even leave the event. Connect the men to the **Capture** step right there. Short-term follow-up groups are the recommended **Capture** step. These groups are vital to the discipleship process surrounding the event and will bring men into closer relationship with Christ and with one another. Be sure to find men to lead these groups *before* the event. *Hosting an event with no follow-up is like turning up the heat in winter and opening all the doors and windows—nothing to show for all the hard work.*

We've put together a basic timeline and checklist for you to use when in the **initial planning phase** of your event. It is designed to help you think through the primary things that need to be secured before you get too far down the process and begin to promote.

16 WEEKS OUT

- Begin recruiting new leaders to serve on the team for this challenge.
- Meet with your pastor to discuss what type of event you'd like to do. Ask for his blessing and support. Emphasize that you and your team are there to support his vision for the men in the church, NOT replace or rival it.

14 WEEKS OUT

- Choose desired event format (weekend retreat, evening, afternoon, etc.)
- Choose what event to do. Use the Straightforward Plan selection, one of the Flexible Plan options, or design your own event.
- Decide whether you will use an outside speaker or someone from the church.

13 WEEKS OUT

- Choose the date(s) and times for the event. Keep the church calendar in mind.
- Decide what resource to use for the short-term follow-up groups.
- Send in contracts and scheduling fees, if using an outside organization's event.
- Decide whether you will include worship; choose musicians and determine their corresponding audio/visual and room needs.
- Reserve room/venue for event.

11 WEEKS OUT

- Confirm that you have all technical needs and room requirements in place. For events with presentation and discussion, we recommend seating men at round tables, two-thirds full, so that no one has his back to the speaker. Decide what you will need: tables for food/beverages, a wireless mic, a screen and projector for PowerPoint, internet access, a flip chart pad and easel, etc. Reserve!
- Finalize the leadership team for the event and the challenge overall.
- Do you have email addresses and phone numbers for all the men in the church? Have the team start gathering this contact information.

10 WEEKS OUT

- Set your ticket price, if charging for the event. Build in an early bird incentive. Consider the costs of any food or refreshments, room rental fees, and the follow-up group resource.
- Customize your event promo plan. (See Process Four.)

9 WEEKS OUT

- Begin studying No Man Left Behind as a leadership team.
- Update your senior pastor on the event plans.
- Prepare to kick off promo plan, and make sure any printed materials are ready.

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		

PROCESS FIVE: HOW TO EQUIP YOUR SMALL GROUP LEADERS

Jesus Christ used a small group to create momentum and keep it going—He launched his divine plan to redeem mankind by making disciples out of a small group. The question, of course, is why would He do that? Why a small group?

Most meaningful change takes place in the context of small group relationships—**men sharpening men with truth, encouragement, and commitment.**

For this reason, small groups—both men’s and couples’—are one of the primary components of The Journey to Biblical Manhood. We’ll help you form groups, get men connected and get them reading and discussing the Word together.

We emphasize throughout the Journey that facilitating a group should be easy; **we want to help you equip every mature, willing man to facilitate a group.** Remember—your leadership team should be a resource for the facilitators throughout the challenge. Support them and pray for them.

We recommend you have a **short meeting with prospective group facilitators** two or three weeks before your **Create Value** event to go over the guidelines below:

- ✓ At your meeting, **exemplify the tone** that you’d like the facilitators to adopt with their men—be authentic, interested, enthusiastic and sincere.
- ✓ Share with your men the importance of having **5-10 men to a group** - the goal is for men to feel like they can open up with one another, and if a group gets too big, the size can hinder the intimacy.
- ✓ Emphasize that you want to offer a **variety of meeting days, times, and locations** (i.e. parts of town).
- ✓ Establish and review the **format** you’d like group facilitators to follow for the challenge. Will worship be included? Will you open with icebreakers? Will you end with prayer requests? Decide on these things ahead of time. There doesn’t have to be a one-size-fits-all format, but do discuss and set expectations.
- ✓ Decide on a **uniform time frame** for group meetings, such as 1½ hours. If a group is set to end at 8:30, don’t dismiss at 9:45. Discuss the importance of honoring the men’s time.
- ✓ Review the **Faith & Life Objectives** for the challenge and show men how to share the vision with their group members, using the cards provided.

“The most intense learning, growth, sharing, encouragement, accountability, prayer and fellowship I’ve experienced have taken place in small groups.”

—Patrick Morley, *How to Lead a Weekly Men’s Small Group*

- ✓ Review the pre- and post-**Assessment forms** for the challenge and explain how they need to be completed and collected from each man.
- ✓ Many of the resources suggested for the challenges include discussion questions for small groups already, but if not, supply the facilitators with **discussion questions** for each week to help men dig deeper into the study. Their aim is to be an interested facilitator—**not a teacher**—and this will help promote group-wide discussion among the men.
- ✓ Set the expectation that facilitators should **call each guy every week**; this should be a short call that simply expresses, “I’m glad you’re in the group and I’ll see you Thursday,” for example.
- ✓ Stress the importance of **confidentiality** within groups, and ask the facilitators to go over that with their men during the first or second week.

Before the facilitators leave your training meeting, give each of them the handout, **Facilitating a Men's Group**. This can be found in the Forms and Templates section of this notebook. Make copies as needed.

Thank them in advance for volunteering their time and investing in men's lives. They are an invaluable part of The Journey to Biblical Manhood.

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 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).
 - _____
 - _____
 - _____
- 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.
 - _____
 - _____
- 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:

- 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.

STRAIGHTFORWARD PLAN—PROJECT PLAN CHECKLIST

Challenge 1— MASTER THE ESSENTIALS OF BIBLICAL MANHOOD

The timeline below is a guideline; feel free to adjust or shorten as needed.

✓	Stride	Weeks Before/ After Kickoff	Plan for the Challenge, Cast the Vision, Include ALL Your Men, Deliver Content, Celebrate	Who?	By When?
		-16	Recruit new leaders for this challenge, using Process One in the Helpful Tools 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: _____		
		-11	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	Finalize leadership team for Challenge 1.		
		-10	Finalize the event promo plan, using guide in the Manual that came with the seminar kit.		
		-9	Get the pastor's sign-off on the F&LO card and pre Assessment. Print one for <i>every</i> man.		
		-9	Create distribution plan for the F&LO cards and Assessments.		
		-9	Begin studying the book <i>No Man Left Behind</i> with the event team.		
		-9	Determine your Disciple Every Man and "Hands" activities, using checklists provided.		
		-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. Show the promo video. Build excitement!		
		-4	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.		

✓	Stride	Weeks Before/ After Kickoff	Plan for the Challenge, Cast the Vision, Include ALL Your Men, Deliver Content, Celebrate	Who?	By When?
		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 Disciple Every Man 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.		
		7	Begin studying <i>The Man in the Mirror</i> .		
		8	Help men outside of the groups stay engaged in the challenge, using Disciple Every Man 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.		
		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.		

STRAIGHTFORWARD PLAN

Challenge 1— MASTER THE ESSENTIALS OF BIBLICAL MANHOOD

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 Straightforward Plan option makes the Plan portion of your challenge simple—most of the planning is already done for you!

For the **Deliver Content** stride, you may have an existing group, class, or other opportunity that would work well to **Capture Momentum** and/or **Sustain Change**. **Feel free to use that**; just be sure to apply the principles in this section.

The **Deliver Content** resources for the Straightforward Plan 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** gathering: Host a men's dinner.

PLAN FOR THE CHALLENGE

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

1. **Recruit new leaders to help with this challenge.**

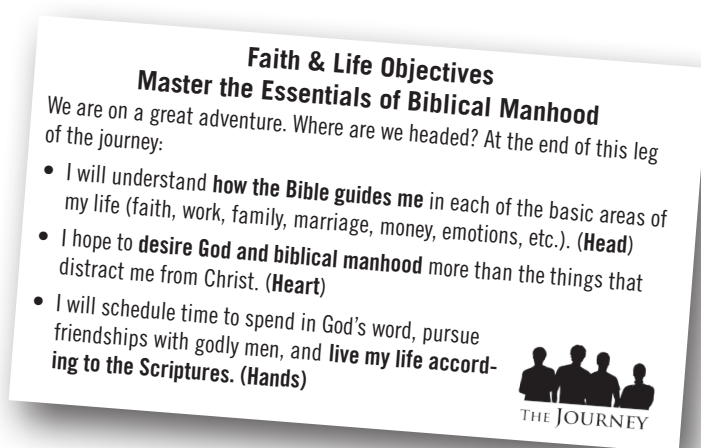
- For every challenge, aim to have a combination of existing leaders and new leaders working together. This will prevent burn-out and foster a feeling of inclusion.
- In the Helpful Tools section of this notebook, complete the Leadership Audit and Recruiting Worksheet with your current team.
- Using the Recruiting Worksheet as your guide, invite these new guys to join your team for Challenge 5. Share your vision with them for the kick-off event and challenge as a whole.
- 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.

CAST THE VISION

Once you have decided on the above, you are ready to cast vision 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?
- Download the template for the Faith & Life Objectives (F&LO) for Challenge 1 from the website www.journeytobiblicalmanhood.org. 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. If you print them on your own, use 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.**



- e. 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.journeytobiblicalmanhood.org 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. Download the promo video for this challenge from the website for use in the weekly worship service, Sunday school classes, etc. This will help you cast vision for the challenge.

4. Distribute the Faith & Life Objectives and the Assessment.

- a. Approximately three or four 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.

INCLUDE ALL YOUR MEN

1. **Determine the Disciple Every Man activities.**
 - 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 and on the next page are some ideas for discipling every man through this challenge—even those who aren't going to participate in the **Create-Capture-Sustain** portions. We also provide communication templates on our website for involving other leaders. Review them and see how they might fit into your plans.

DISCIPLE EVERY MAN

- 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. 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 to lay the groundwork and then distribute Accountability Cards (available from *Man in the Mirror* for the cost of shipping only). 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.

DISCIPLE EVERY MAN (continued)

- 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” 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. Consider emailing additional articles to all your men every few weeks during the challenge.

(Links to all of the above videos and articles can be found under Challenge 1 at www.journeytobiblicalmanhood.org.)

- 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 Disciple Every Man activities you’ve chosen (choose one or two).

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

2. 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.journeytobiblicalmanhood.org). 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 Helpful Tools 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.

DELIVER CONTENT: CREATE VALUE

The **Create Value** step for the Straightforward Plan of Challenge 1 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 Process Three in the Helpful Tools section 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 Process Four.) 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 Process Five in the Helpful Tools 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 Process Six).
- f. Help men form small groups at the end of the event—**BEFORE they leave**.

DELIVER CONTENT: CAPTURE MOMENTUM

The **Capture Momentum** step for the Straightforward Plan of Challenge 1 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 who don't join the men's-only groups participate in the challenge.**

- a. Implement the Disciple Every Man suggestions found in this section of the notebook that are specific to this challenge, as desired.
- 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 for the Challenge**.
- 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.

DELIVER CONTENT: SUSTAIN CHANGE

The **Sustain Change** step for the Straightforward Plan of Challenge 1 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 who don't join the men's-only groups participate in the challenge.**
 - a. Continue to implement the Disciple Every Man 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.
 - c. This is a great time to give men an opportunity to put what they're learning into action by implementing the "Hands" activity you chose.
3. **Distribute the post-challenge Assessment.**
 - a. Visit www.journeytobiblicalmanhood.org 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*.

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 recommended celebration gathering is a men's dinner.

1. **Assess 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.journeytobiblicalmanhood.org. 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. If you ordered any celebration giveaways, such as tokens or wristbands, pass them out to all the men.
- e. Unveil the next challenge and the next **Create** event.
- f. Ask men, “Who’s missing?” and encourage them to invite others to the event from outside the church.
- g. Give men an opportunity to sign up for the **Create** event before they leave the dinner.
- h. Also, recruit additional men for the leadership team for the next challenge.

FLEXIBLE PLAN—PROJECT PLAN CHECKLIST

Challenge 1— MASTER THE ESSENTIALS OF BIBLICAL MANHOOD

The timeline below is a guideline; feel free to adjust or shorten as needed.

✓	Stride	Weeks Before/ After Kickoff	Plan for the Challenge, Cast the Vision, Include ALL Your Men, Deliver Content, Celebrate	Who?	By When?
		-16	Recruit new leaders for this challenge, using Process One in the Helpful Tools 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	Finalize leadership team for Challenge 1.		
		-10	Finalize the event promo plan, using the template in the Helpful Tools section of this notebook.		
		-9	Get the pastor's sign-off on the F&LO card and pre Assessment. Print one for <i>every</i> man.		
		-9	Create distribution plan for the F&LO cards and Assessment.		
		-9	Begin studying the book <i>No Man Left Behind</i> with the event team.		
		-9	Determine your Disciple Every Man and "Hands" activities, using checklists provided.		
		-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. Show the promo video. Build excitement!		
		-4	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.		

✓	Stride	Weeks Before/ After Kickoff	Plan for the Challenge, Cast the Vision, Include ALL Your Men, Deliver Content, Celebrate	Who?	By When?
		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 Disciple Every Man 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.		
		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 Disciple Every Man 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.		
		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.		

FLEXIBLE PLAN

Challenge 1— MASTER THE ESSENTIALS OF BIBLICAL MANHOOD

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 Flexible Plan 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.

You may have an existing group, class, or other opportunity that would work well to **Capture Momentum** and/or **Sustain Change**. **Feel free to use that;** just be sure to apply the principles in this section.

The suggested **Deliver Content** resources for the Flexible Plan 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 barbecue—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 Stepping Up video event at your church, www.mensteppingup.com (1- or 2-day format).
- Attend an *Eternal Impact Weekend* conference, www.DNAministries.org (weekend).
- Attend a regional Promise Keepers conference, www.promisekeepers.org (Friday/Saturday).
- Attend a regional Men at the Cross conference, www.menatthecross.org (Saturday event).

- **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)
- *A Man and His Design* DVD series by 33 The Series: Volume 1, Authentic Manhood (6 sessions)

- **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)
 - *Stepping Up* small group video series by Men Stepping Up, Family Life (10 video sessions)

- **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 FOR THE CHALLENGE

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

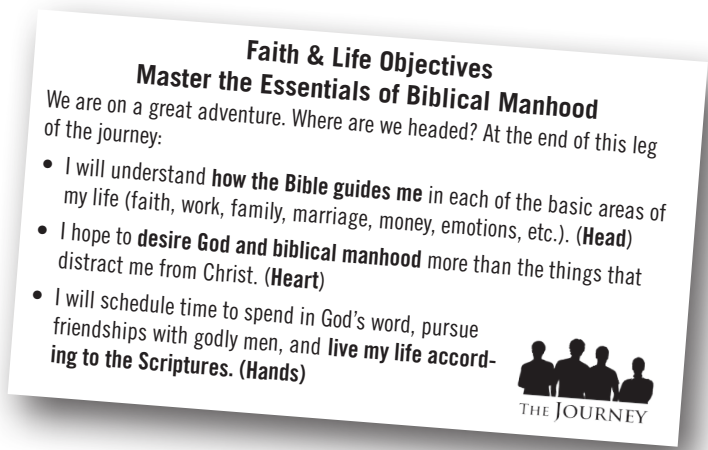
- What curriculum will you use in your **Sustain Change** groups?
_____ for _____ weeks
1. **Recruit new leaders to help with this challenge.**
 - a. For every challenge, aim to have a combination of existing leaders and new leaders working together. This will prevent burn-out and foster a feeling of inclusion.
 - b. In the Helpful Tools 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.

CAST THE VISION

Once you have decided on the above, you are ready to cast vision and to assess the men in your church in the areas related to this challenge.

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

- a. What do you hope to accomplish in the heads, hearts, and habits (hands) of the men in the church?
- b. Download the template for the Faith & Life Objectives (F&LO) for Challenge 1 from the website www.journeytobiblicalmanhood.org. Review it with your team. Adjust as needed. Note that you'll want an objective for "Head," one for "Heart," and one for "Hands."
- c. Give the F&LO card to your senior pastor for approval.
- d. Print them on **business cards**, either through a commercial printing company or on your own. If you print them on your own, use 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.**



- e. 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.journeytobiblicalmanhood.org 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 pre-Assessment before the Faith & Life Objectives card so men can answer before they see your goals for the challenge.

3. **Download the promo video for this challenge from the website for use in the weekly worship service, Sunday school classes, etc. This will help you cast vision for the challenge.**

4. **Distribute the Faith & Life Objectives and the Assessment.**

- a. Approximately three to four weeks before the kick-off event, using the plan agreed upon by the team, distribute the pre-Assessment forms 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.

INCLUDE ALL YOUR MEN

1. **Determine the Disciple Every Man activities.**
 - a. Inevitably, there will be men who cannot or do not actively engage in the “men’s-only” portion 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 and on the next page are some ideas for discipling every man through this challenge—even those who aren’t going to participate in the **Create-Capture-Sustain** portions. We also provide communication templates on our website for involving other leaders. Review them and see how they might fit into your plans.

DISCIPLE EVERY MAN

- 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. 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” to lay the groundwork and then distribute Accountability Cards (available from *Man in the Mirror* for the cost of shipping only). 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.

DISCIPLE EVERY MAN (continued)

- 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" 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. Consider emailing additional articles to all your men every few weeks during the challenge.

(Links to all of the above videos and articles can be found under Challenge 1 at www.journeytobiblicalmanhood.org.)

- 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 Disciple Every Man activities you've chosen (choose one or two).

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

2. 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.journeytobiblicalmanhood.org). 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 Helpful Tools 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.

DELIVER CONTENT: CREATE VALUE

Once you’ve chosen the event for this challenge, it’s time to begin planning and promoting. If doing your own event, aim to incorporate some of the essential concepts that apply to every man in his pursuit of biblical manhood. If you’re doing an outside event, be sure to **FIRST** confirm all details and secure any speaker, dates, or deposits required.

1. **Schedule event.**

- a. Confirm your event date with the leadership team and senior pastor.
- b. If doing a Man in the Mirror seminar, call a Ministry Consultant and schedule. **Ask about the JBM discount.** If doing another outside event, confirm details and scheduling requirements.
- c. From your leadership team for this challenge, appoint someone to be in the following primary event roles, if applicable:
 Event Director: _____
 Promotions: _____
 Registration: _____
 Follow-Up Groups: _____
- d. Set up weekly meetings with your event planning team to study *No Man Left Behind*. Order the books or go through the video-based No Man Left Behind Courseware.
- e. If doing your own event, decide how much you will charge. 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.
 \$_____ per man
- f. Using the guide in Process Three of the Helpful Tools section of this notebook, choose the location for your event and make sure you have technical and room requirements met.

2. **Invite men to the event.**

- a. **Customize the promotions plan** found in Process Four in the Helpful Tools section near the front of this notebook. Follow it.
- 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 flyers, posters, bulletin inserts, etc.
- d. Work closely with other ministries, groups, and leaders in your church to involve everyone in the invitation process. (See Promotions Plan in Process Four.) 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. Make an educated estimate for the 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. Remember, you'll need these men in place before the event; men will commit to short-term follow-up groups BEFORE they leave the event.
 - b. With your event team, make a list of men you'd like to ask to be follow-up group facilitators. Plan to provide each facilitator with a content guide and pre-determined discussion questions.
 - c. Invite them to lead a short follow-up group (**aim for a 4- to 8-week study**). Emphasize that facilitating a group should be easy and just requires a willing man.
 - d. For more instruction on choosing and preparing group leaders, see Process Five in the Helpful Tools section of this notebook.
 - e. Order the resource you've chosen to use—be sure to have enough for not only the men that attend the event, but for men who couldn't attend the event—**you want to invite ALL men in the church to join the groups.**
4. **Kick off the challenge with your event!**
- a. Make sure your speaker(s) is prepared and equipped to be successful. Test audio and visual equipment, room temperature, etc.
 - b. Have your leaders in attendance and make sure every man feels welcome!
 - c. Be attentive to men sitting alone or men who are new to the church.
 - d. If your event will have 100+ men, signs should be hung up around the room with follow-up group locations, days, and times (see Process Six).
 - e. Help men form follow-up groups at the end of the event—**BEFORE they leave.** Follow the guidelines in Process Six.

DELIVER CONTENT: CAPTURE MOMENTUM

The **Capture Momentum** follow-up group resource for this challenge should be a short-term study (four to eight weeks), and be attractive to men who have never been in a small group. Make sure to order enough copies—open the groups to ALL the men in the church, not just the ones who attended the event.

1. **Begin follow-up 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 resources 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 who don't join the men's-only groups participate in the challenge.**
 - a. Implement the Disciple Every Man suggestions found in this section of the notebook that are specific to this challenge, as desired.
 - 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 follow-up study, plug as many men as possible who aren't participating in groups into other ongoing ministries in the church.
3. **Prepare for the Sustain step.**
 - a. Order your curriculum for the **Sustain** groups.
 - b. Decide how long these groups will last, and how chapters should be split up or removed from certain studies if needed.
 - c. Ask all existing **Capture** group leaders if they'd like to continue leading a group for the next study. Replace and recruit as needed.
 - d. In the second-to-last week of the follow-up groups, announce the **Sustain** step—in both the small groups and church-wide.

- e. If possible, send an email to all the men in the church and invite them to join in the study. Re-communicate the Faith & Life Objectives.
- f. In the final week 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.

DELIVER CONTENT: SUSTAIN CHANGE

The **Sustain Change** step for Challenge 1 should be a longer, more in-depth study than the **Capture** group resource.

1. **Begin Sustain 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 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 who don't join the men's-only groups participate in the challenge.**
 - a. Continue to implement the Disciple Every Man 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.
 - c. This is a great time to give men an opportunity to put what they're learning into action by implementing the "Hands" activity you chose.
3. **Distribute the post-challenge Assessment.**
 - a. Visit www.journeytobiblicalmanhood.org 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*.

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. This should be **a short, fun gathering** for men to come together.

1. **Assess 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 gathering.**
 - 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.
 - d. Aim to find one man to share at the celebration who hasn't participated in the event follow-up group or **Sustain** study, in order to emphasize the all-inclusive nature of the challenge.
 - e. Share all testimonies with the church leaders and senior pastor.
 - f. Review celebration "hardware" ideas on www.journeytobiblicalmanhood.org. 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 gathering, with approval from your pastor, who should plan to attend:
 Date: _____ Time: _____
 - i. Reserve a room or venue as needed: _____
 - j. If doing a meal, finalize the menu. 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. If you ordered any celebration giveaways, such as tokens or wristbands, pass them out to all the men.
 - e. Unveil the next challenge and the next **Create** event.
 - f. Ask men, “Who’s missing?” and encourage them to invite others to the event from outside the church.
 - g. Give men an opportunity to sign up for the **Create** event before they leave.
 - h. Also, recruit additional men for the leadership team for the next challenge.

STRAIGHTFORWARD PLAN—PROJECT PLAN CHECKLIST

Challenge 2— BUILD A FIRM FOUNDATION IN THE FAITH

The timeline below is a guideline; feel free to adjust or shorten as needed.

✓	Stride	Weeks Before/ After Kickoff	Plan for the Challenge, Cast the Vision, Include ALL Your Men, Deliver Content, Celebrate	Who?	By When?
		-16	Recruit new leaders for this challenge, using Process One in the Helpful Tools section of this notebook..		
		-14	Choose Fri. night/Sat. morning OR Sat. format for <i>Rewired</i> : _____.		
		-14	Choose whether to use MIM speaker or your own: _____.		
		-13	Choose date(s) for <i>Rewired</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 whether your Sustain step will last 8 weeks or 24 weeks: _____.		
		-13	Decide to do <i>Man Alive</i> or <i>Discipleship Essentials</i> as your Sustain step.		
		-11	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>Rewired</i> and add to church calendar and website. Read Manual that comes with seminar kit from MIM for <i>Rewired</i> .		
		-11	Finalize leadership team for Challenge 2.		
		-10	Finalize the event promo plan, using guide in the Manual that came with the seminar kit.		
		-9	Get the pastor's sign-off on the F&LO card and pre Assessment. Print one for <i>every</i> man.		
		-9	Create distribution plan for the F&LO cards and Assessments.		
		-9	Begin studying the book <i>No Man Left Behind</i> with the event team, if not done in previous challenge.		
		-9	Determine your Disciple Every Man and "Hands" activities, using checklists provided.		
		-8	Begin promoting <i>Rewired</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 2. Show the promo video. Build excitement!		
		-4	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 2 with the <i>Rewired</i> event.		

✓	Stride	Weeks Before/ After Kickoff	Plan for the Challenge, Cast the Vision, Include ALL Your Men, Deliver Content, Celebrate	Who?	By When?
		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 Disciple Every Man suggestions.		
		4	Order the <i>Man Alive</i> books OR <i>Discipleship Essentials</i> 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.		
		7	Begin studying <i>Man Alive</i> or <i>Discipleship Essentials</i> .		
		8	Help men outside of the groups stay engaged in the challenge, using Disciple Every Man 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.		
		11 or 27	Download post-challenge Assessment form. Modify as needed and have the pastor approve. Print one for every man in the church.		
		12 or 28	Choose date/time for men's celebration meal: _____. Invite pastor and leaders.		
		14 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.		
		14 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.		
		14 or 30	Reserve room/location for celebration meal: _____.		
		15 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.		
		15 or 31	Ask men who led groups for names of guys who particularly benefitted from Challenge 2.		
		15 or 31	Meet with team. Finalize menu for meal. Be creative! Incorporate humor or competition.		
		15 or 31	Announce the men's meal and invite ALL the men in the church.		
		16 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.		
		18 or 34	Celebrate with your men at meal! Announce the results of the Assessment, remind them of their F&LOs, pray together, share testimonies, and enjoy!		
		18 or 34	Announce Challenge 3! Ask men to consider, "Who's missing?" and invite others on The Journey from outside the church.		

STRAIGHTFORWARD PLAN

Challenge 2— BUILD A FIRM FOUNDATION IN THE FAITH

This challenge in the Journey to Biblical Manhood helps your men understand the basics of Christian doctrine and how it applies to them personally. The Straightforward Plan option makes the Plan portion of the challenge simple—most of the planning is already done for you!

For the **Deliver Content** stride, you may have an existing group, class, or other opportunity that would work well to **Capture Momentum** and/or **Sustain Change**. **Feel free to use that**; just be sure to apply the principles in this section.

The **Deliver Content** resources for the Straightforward Plan version of Challenge 2 are:

- **Create Value** event: Host the *Rewired* seminar, Man in the Mirror (six-hour event, 1- or 2-day format).
- **Capture Momentum** small group resource: *Rewired Life Plan: Galatians* workbook, Man in the Mirror (6 weeks)
- **Sustain Change** curriculum: Either the *Man Alive* book by Patrick Morley, Multnomah (8 chapters) or *Discipleship Essentials* book by Greg Ogden, InterVarsity (24 chapters)
- **Celebrate** gathering: Host a special celebration meal—either breakfast, lunch, or dinner.

PLAN FOR THE CHALLENGE

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 2? 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 *Rewired*? (*circle one*)
Friday night/Saturday morning All-day Saturday
- How long do you want the **Sustain Change** step to last? (*circle one*)
8 weeks (*Man Alive*) 24 weeks (*Discipleship Essentials*)

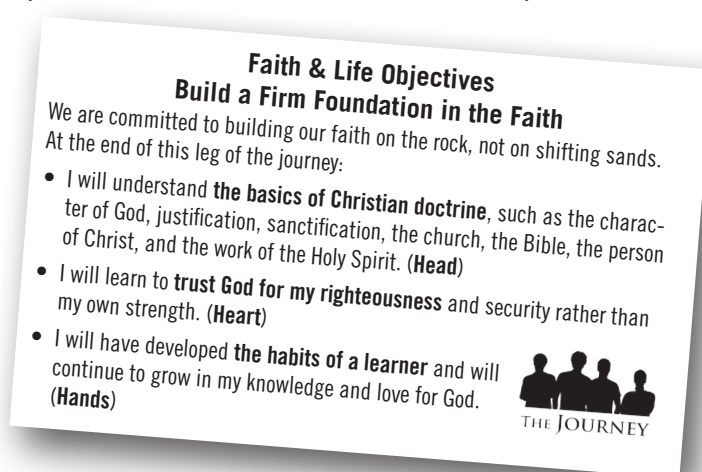
1. **Recruit new leaders to help with this challenge.**
 - a. For every challenge, aim to have a combination of existing leaders and new leaders working together. This will prevent burn-out and foster a feeling of inclusion.
 - b. In the Helpful Tools section of this notebook, complete the Leadership 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 2. Share your vision with them for the kick-off event and challenge as a whole.
 - d. 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.

CAST THE VISION

Once you have decided on the above, you are ready to cast vision and to assess the men in your church in the areas related to this challenge.

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

- a. What do you hope to accomplish in the heads, hearts, and habits (hands) of the men in the church?
- b. Download the template for the Faith & Life Objectives (F&LO) for Challenge 2 from the website www.journeytobiblicalmanhood.org. Review it with your team. Adjust as needed. Note that you'll want an objective for "Head," one for "Heart," and one for "Hands."
- c. Give the F&LO card to your senior pastor for approval.
- d. Print them on **business cards**, either through a commercial printing company or on your own. If you print them on your own, use 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.**



- e. 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.journeytobiblicalmanhood.org and download the standard Assessment for Challenge 2. 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. Download the promo video for this challenge from the website for use in the weekly worship service, Sunday school classes, etc. This will help you cast vision for the challenge.

4. Distribute the Faith & Life Objectives and the Assessment.

- a. Approximately three or four 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.

INCLUDE ALL YOUR MEN

1. **Determine the Disciple Every Man activities.**
 - 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 and on the next page are some ideas for discipling every man through this challenge—even those who aren't going to participate in the **Create-Capture-Sustain** portions. We also provide communication templates on our website for involving other leaders. Review them and see how they might fit into your plans.

DISCIPLE EVERY MAN

- Give guys who aren't involved in the group study an opportunity to participate through **individual study**. Post a link on the church website or email a link to the online video series *Rejecting the Bobble Head Gospel*. The study can be watched for FREE by streaming or downloading from the website. Consider emailing a link to a new message every week or two during the challenge.
- Emphasize the joy found in the Gospel and God's call to trust Him. Send out a link to every man to the online message *Quest: Joy! Found: Christ!* by John Piper—available as video, audio, or text.

DISCIPLE EVERY MAN (continued)

- Help men think about how grace, works, and faith work together. Print out or email an article to all the men in the church to get them thinking and talking. We suggest “How Bad Teaching Gets Stuck in Our Brains,” “Faith Without Works—Are You Really a Christian?” or “Why Being ‘Good’ is Sometimes Bad.” If many of your men use facebook, consider creating a group page and directing men there to share their thoughts on the articles.
- Ask leaders of other ministries to share these resources with their men during their interactions as well. See sample emails on website.

(Links to all of the above videos and articles can be found under Challenge 2 at www.journeytobiblicalmanhood.org.)

- 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 Disciple Every Man activities you've chosen.

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

2. 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”

- Email all the men in the church and challenge them to ask three people in their community, “Where are you on your spiritual journey?” Ask them to **listen and reflect** on how Christ meets the needs and desires that these people express. Then ask them to share with one person where *they* are on their spiritual journey.
- Encourage every man to **take a “Spiritual Day”**—to leave his schedule wide open and devote himself to prayer, worship, study, journal, rest, etc. Men who aren't used to this can make it a Spiritual Half-Day or even a Spiritual Hour. But make it a church-wide challenge!

- 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 Helpful Tools 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.

DELIVER CONTENT: CREATE VALUE

The **Create Value** step for the Straightforward Plan of Challenge 2 is Man in the Mirror's *Rewired* 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 address some of the basic foundations of the Christian faith and how they impact your men personally. Sessions for this event include: From Performance to Grace, From Idols to “Spirit and Truth,” From Self-Sufficiency to Faithful Dependence, and Rewired for Biblical Manhood.

1. **Schedule *Rewired* 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 Process Three in the Helpful Tools 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 Process Four.) 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 *Rewired* 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 the 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 *Rewired*, the Life Plan includes the 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 Process Five in the Helpful Tools 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 Process Six).
- f. Help men form small groups at the end of the event—**BEFORE they leave.**

DELIVER CONTENT: CAPTURE MOMENTUM

The **Capture Momentum** step for the Straightforward Plan of Challenge 2 is *Man in the Mirror's Rewired Life Plan: Galatians*. 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 who don't join the men's-only groups participate in the challenge.**
 - a. Implement the Disciple Every Man suggestions found in this section of the notebook that are specific to this challenge, as desired.
 - 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 *Man Alive* by Patrick Morley or *Discipleship Essentials* by Greg Ogden.
- b. Order copies of the books.
- c. Ask all existing **Capture** group leaders if they'd like to continue leading a group for the next study. Replace and recruit as needed.
- d. In Week 5 of the follow-up groups, announce the **Sustain** step—in both the small groups and church-wide.
- e. If possible, send an email to all the men in the church and invite them to join in the *Man Alive* or *Discipleship Essentials* study. Re-communicate the Faith & Life Objectives.
- f. 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.

DELIVER CONTENT: SUSTAIN CHANGE

The **Sustain Change** step for the Straightforward Plan of Challenge 2 is either *Man Alive* for 8 weeks or *Discipleship Essentials* for 24 weeks.

1. Begin the Sustain Change 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 book 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 who don't join the men's-only groups participate in the challenge.

- a. Continue to implement the Disciple Every Man 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.
- c. This is a great time to give men an opportunity to put what they're learning into action by implementing the "Hands" activity you chose.

3. **Distribute the post-challenge Assessment.**

- a. Visit www.journeytobiblicalmanhood.org and download the standard post-challenge Assessment for Challenge 2. 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*.

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 2. The last thing for them to do will be to help plan and execute the Celebration. The recommended celebration gathering is a **celebration meal**.

1. **Assess 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 meal.

- d. In order to emphasize the all-inclusive nature of the challenge, aim to find one man to share at the meal 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.journeytobiblicalmanhood.org. 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 meal, with approval from your pastor, who should plan to attend:

Date: _____ Time: _____
- i. Reserve a room or venue for the meal.
- 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 meal 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. If you ordered any celebration giveaways, such as tokens or wristbands, pass them out to all the men.
- e. Unveil the next challenge and the next **Create** event.
- f. Ask men, "Who's missing?" and encourage them to invite others to the event from outside the church.
- g. Give men an opportunity to sign up for the **Create** event before they leave the meal.
- h. Also, recruit additional men for the leadership team for the next challenge.

FLEXIBLE PLAN—PROJECT PLAN CHECKLIST

Challenge 2— BUILD A FIRM FOUNDATION IN THE FAITH

The timeline below is a guideline; feel free to adjust or shorten as needed.

✓	Stride	Weeks Before/ After Kickoff	Plan for the Challenge, Cast the Vision, Include ALL Your Men, Deliver Content, Celebrate	Who?	By When?
		-16	Recruit new leaders for this challenge, using Process One in the Helpful Tools 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: _____.		
		-11	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	Finalize leadership team for Challenge 2.		
		-10	Finalize the event promo plan, using the template in the Helpful Tools section of this notebook.		
		-9	Get the pastor's sign-off on the F&LO card and pre Assessment. Print one for <i>every</i> man.		
		-9	Create distribution plan for the F&LO cards and Assessment.		
		-9	Begin studying the book <i>No Man Left Behind</i> with the event team, if not done during previous challenge.		
		-9	Determine your Disciple Every Man and "Hands" activities, using checklists provided.		
		-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 2. Show the promo video. Build excitement!		
		-4	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 2 with the event.		

✓	Stride	Weeks Before/ After Kickoff	Plan for the Challenge, Cast the Vision, Include ALL Your Men, Deliver Content, Celebrate	Who?	By When?
		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 Disciple Every Man 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.		
		7	Begin studying Sustain curriculum. (This project plan is based on 8 or 24 weeks of study.)		
		8	Help men outside of the groups stay engaged in the challenge, using Disciple Every Man 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.		
		11 or 27	Download post-challenge Assessment form. Modify as needed and have the pastor approve. Print one for every man in the church.		
		12 or 28	Choose date/time for celebration gathering: _____. Invite pastor and leaders.		
		14 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.		
		14 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.		
		14 or 30	Reserve room/location for celebration gathering: _____.		
		15 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.		
		15 or 31	Ask men who led groups for names of guys who particularly benefitted from Challenge 2.		
		15 or 31	Finalize the celebration agenda. Be creative! Incorporate humor or competition.		
		15 or 31	Announce the men's celebration gathering and invite ALL the men in the church.		
		16 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.		
		18 or 34	Celebrate with your men! Announce the results of the Assessment, remind them of their F&LOs, pray together, share testimonies, and enjoy!		
		18 or 34	Announce Challenge 3! Ask men to consider, "Who's missing?" and invite others on The Journey from outside the church.		

FLEXIBLE PLAN

Challenge 2— BUILD A FIRM FOUNDATION IN THE FAITH

This challenge in the Journey to Biblical Manhood helps your men understand the basics of Christian doctrine and how it applies to them personally.

The Flexible Plan 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.

You may have an existing group, class, or other opportunity that would work well to **Capture Momentum** and/or **Sustain Change**. **Feel free to use that;** just be sure to apply the principles in this section.

The suggested **Deliver Content** resources for the Flexible Plan version of Challenge 2 are:

- **Create Value** event:
 - Host the *Rewired* seminar, Man in the Mirror (six-hour event, 1- or 2-day format).
 - Host the *Man Alive* event, Man in the Mirror (call 800.929.2536 for event details).
 - Hold a church-wide or men's discipleship seminar—morning or half-day with worship and testimony included.
 - Conduct an overnight men's encounter or similar retreat—include small discussion groups, worship, a speaker, and testimony.
 - Invite a visiting teacher to speak at the church on one of the core tenets of the Gospel; include everyone in a meal afterward.
 - Attend a local Bible conference—consider making it a men's road trip if applicable.
 - Attend a regional conference, such as Promise Keepers (www.promisekeepers.org) or Iron Sharpens Iron (www.ironsharpensiron.net).

- **Capture Momentum** small group resource:
 - *Rewired Life Plan: Galatians* workbook, Man in the Mirror (6 weeks)
 - *Man Alive* book by Patrick Morley, Multnomah (8 chapters)
 - *What is the Gospel?* book by Greg Gilbert, Crossway (8 chapters)
 - *Foundations for Faith (Design for Discipleship)* workbook by The Navigators, NavPress (5 chapters)
 - *Destined for Security* workbook at www.lifebuildersnet.org (7 chapters)
 - *He Still Moves Stones* book by Max Lucado, Thomas Nelson (21 chapters; recommended Challenge 2 chapter plan: 1, 2, 12, 13, 14, 15, 20, 21)

- **Sustain Change** curriculum:
 - *Discipleship Essentials* book by Greg Ogden, InterVarsity (24 chapters)
 - *Discipleship for the Man in the Mirror* book by Patrick Morley, Zondervan (18 chapters)
 - *A Gospel Primer for Christians* book by Milton Vincent, Focus (5 chapters; we recommend splitting these long sections into shorter sections)
 - *Disciple: Getting Your Identity from Jesus* book by Bill Clem, Crossway (12 chapters)
 - *Jesus + Nothing = Everything* book by Tullian Tchividjian, Crossway (12 chapters)
 - *Counterfeit Gods* book by Timothy Keller, Riverhead Trade (7 chapters)
 - *A Scandalous Freedom* book by Steve Brown, Howard Books (11 chapters)
 - *Know What You Believe* book by Paul E. Little, IVP Books (10 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 FOR THE CHALLENGE

First, choose your resources:

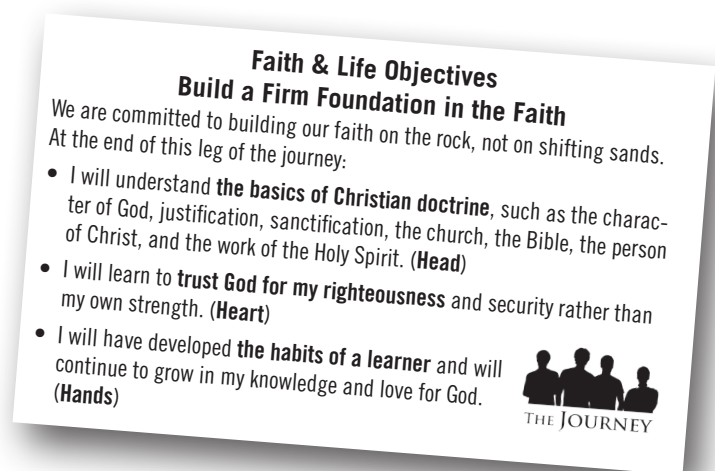
- What type of event will you use to kick off Challenge 2? Consider the following: duration, location, speaker, content and cost.
_____ at _____
- What date do you want hold your **Create Value** event? Keep in mind the church calendar and how The Journey fits in with other efforts. Start by listing 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

1. **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 Helpful Tools 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 2. Share your vision with them for the kick-off event and challenge as a whole.
 - d. 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.

CAST THE VISION

Once you have decided on the above, you are ready to cast vision and to assess the men in your church in the areas related to this challenge.

1. **Determine the Faith & Life Objectives for this challenge.**
 - a. What do you hope to accomplish in the heads, hearts, and habits (hands) of the men in the church?
 - b. Download the template for the Faith & Life Objectives (F&LO) for Challenge 2 from the website www.journeytobiblicalmanhood.org. Review it with your team. Adjust as needed. Note that you'll want an objective for "Head," one for "Heart," and one for "Hands."
 - c. Give the F&LO card to your senior pastor for approval.
 - d. Print them on **business cards**, either through a commercial printing company or on your own. If you print them on your own, use 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.**
 - e. 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.journeytobiblicalmanhood.org and download the standard Assessment for Challenge 2. 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 pre-Assessment before the Faith & Life Objectives card so men can answer before they see your goals for the challenge.

3. **Download the promo video for this challenge from the website for use in the weekly worship service, Sunday school classes, etc. This will help you cast vision for the challenge.**

4. **Distribute the Faith & Life Objectives and the Assessment.**

- a. Approximately three or four weeks before the kick-off event, using the plan agreed upon by the team, distribute the pre-Assessment forms 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.

INCLUDE ALL YOUR MEN

1. **Determine the Disciple Every Man activities.**
 - a. Inevitably, there will be men who cannot or do not actively engage in the “men's-only” portion 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 discipling every man through this challenge—even those who aren't going to participate in the **Create-Capture-Sustain** portions. We also provide communication templates on our website for involving other leaders. Review them and see how they might fit into your plans.

DISCIPLE EVERY MAN

- Give guys who aren't involved in the group study an opportunity to participate through **individual study**. Post a link on the church website or email a link to the online video series *Rejecting the Bobble Head Gospel*. The study can be watched for FREE by streaming or downloading from the website. Consider emailing a link to a new message every week or two during the challenge.
- Emphasize the joy found in the Gospel and God's call to trust Him. Send out a link to every man to the online message *Quest: Joy! Found: Christ!* by John Piper—available as video, audio, or text.
- Help men think about how grace, works, and faith work together. Print out or email an article to all the men in the church to get them thinking and talking. We suggest “How Bad Teaching Gets Stuck in Our Brains,” “Faith Without Works—Are You Really a Christian?” or “Why Being ‘Good’ is Sometimes Bad.” If many of your men use facebook, consider creating a group page and directing men there to share their thoughts on the articles.

(Links to all of the above videos and articles can be found under Challenge 2 at www.journeytobiblicalmanhood.org.)

- 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 Disciple Every Man activities you've chosen (choose one or two).

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

2. 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. On the next page are some ideas:

USE YOUR “HANDS”

- Email all the men in the church and challenge them to ask three people in their community, “Where are you on your spiritual journey?” Ask them to **listen and reflect** on how Christ meets the needs and desires that these people express. Then ask them to share with one person where *they* are on their spiritual journey.
- Encourage every man to **take a “Spiritual Day”**—to leave his schedule wide open and devote himself to prayer, worship, study, journal, rest, etc. Men who aren’t used to this can make it a Spiritual Half-Day or even a Spiritual Hour. But make it a church-wide challenge!

- 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 Helpful Tools 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.

DELIVER CONTENT: CREATE VALUE

Once you’ve chosen the event for this challenge, it’s time to begin planning and promoting. If doing your own event, aim to incorporate some of the essential concepts that apply to every man in his pursuit of biblical manhood. If you’re doing an outside event, be sure to FIRST confirm all details and secure any speaker, dates, or deposits required.

1. **Schedule event.**

- a. Confirm your event date with the leadership team and senior pastor.
- b. If doing a Man in the Mirror seminar, call a Ministry Consultant and schedule. **Ask about the JBM discount.** If doing another outside event, confirm details and scheduling requirements.
- c. From your leadership team for this challenge, appoint someone to be in the following primary event roles, if applicable:
 Event Director: _____
 Promotions: _____
 Registration: _____
 Follow-Up Groups: _____
- d. Set up weekly meetings with your event planning team to study *No Man Left Behind*. Order the books or go through the video-based No Man Left Behind Courseware.

- e. If doing your own event, decide how much you will charge. 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.
\$_____ per man
- f. Using the guide in Process Three of the Helpful Tools section of this notebook, choose the location for your event and make sure you have technical and room requirements met.

2. Invite men to the event.

- a. **Customize the promotions plan** found in Process Four in the Helpful Tools section near the front of this notebook. Follow it.
- 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 flyers, posters, bulletin inserts, etc.
- d. Work closely with other ministries, groups, and leaders in your church to involve everyone in the invitation process. (See Promotions Plan in Process Four.) 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. Make an educated estimate for the 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. Remember, you'll need these men in place before the event; men will commit to short-term follow-up groups BEFORE they leave the event.
- b. With your event team, make a list of men you'd like to ask to be follow-up group facilitators. Plan to provide each facilitator with a content guide and pre-determined discussion questions.
- c. Invite them to lead a short follow-up group (**aim for a 4- to 8-week study**). Emphasize that facilitating a group should be easy and just requires a willing man.

- d. For more instruction on choosing and preparing group leaders, see Process Five in the Helpful Tools section of this notebook.
 - e. Order the resource you've chosen to use—be sure to have enough for not only the men that attend the event, but for men who couldn't attend the event—**you want to invite ALL men in the church to join the groups.**
4. **Kick off the challenge with your event!**
- a. Make sure your speaker(s) is prepared and equipped to be successful. Test audio and visual equipment, room temperature, etc.
 - b. Have your leaders in attendance and make sure every man feels welcome!
 - c. Be attentive to men sitting alone or men who are new to the church.
 - d. If your event will have 100+ men, signs should be hung up around the room with follow-up group locations, days, and times (see Process Six).
 - e. Help men form follow-up groups at the end of the event—**BEFORE they leave.** Follow the guidelines in Process Six.

DELIVER CONTENT: CAPTURE MOMENTUM

The **Capture Momentum** follow-up group resource for this challenge should be a short-term study (four to eight weeks), and be attractive to men who have never been in a small group. Make sure to order enough copies—open the groups to ALL the men in the church, not just the ones who attended the event.

1. **Begin follow-up 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 resources 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 who don't join the men's-only groups participate in the challenge.**
 - a. Implement the Disciple Every Man suggestions found in this section of the notebook that are specific to this challenge, as desired.

- 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 follow-up study, plug as many men as possible who aren't participating in groups into other ongoing ministries in the church.
3. **Prepare for the Sustain step.**
- a. Order your curriculum for the **Sustain** groups.
 - b. Decide how long these groups will last, and how chapters should be split up or removed from certain studies if needed.
 - c. Ask all existing **Capture** group leaders if they'd like to continue leading a group for the next study. Replace and recruit as needed.
 - d. In the second-to-last week of the follow-up groups, announce the **Sustain** step—in both the small groups and church-wide.
 - e. If possible, send an email to all the men in the church and invite them to join in the study. Re-communicate the Faith & Life Objectives.
 - f. In the final week 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.

DELIVER CONTENT: SUSTAIN CHANGE

The **Sustain Change** step for Challenge 2 should be a longer, more in-depth study than the **Capture** group resource.

1. **Begin Sustain 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 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 who don't join the men's-only groups participate in the challenge.**
 - a. Continue to implement the Disciple Every Man 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.

- c. This is a great time to give men an opportunity to put what they're learning into action by implementing the "Hands" activity you chose.
3. **Distribute the post-challenge Assessment.**
 - a. Visit www.journeytobiblicalmanhood.org and download the standard post-challenge Assessment for Challenge 2. 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*.

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 2. The last thing for them to do will be to help plan and execute the Celebration. This should be a **short, fun gathering** for men to come together.

1. **Assess 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 gathering.**
 - 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.
- d. Aim to find one man to share at the celebration who hasn't participated in the event follow-up group or **Sustain** study, in order to emphasize the all-inclusive nature of the challenge.
- e. Share all testimonies with the church leaders and senior pastor.
- f. Review celebration “hardware” ideas on www.journeytobiblicalmanhood.org. 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 gathering, with approval from your pastor, who should plan to attend:
 Date: _____ Time: _____
- i. Reserve a room or venue as needed: _____
- j. If doing a meal, finalize the menu. 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. If you ordered any celebration giveaways, such as tokens or wristbands, pass them out to all the men.
- e. Unveil the next challenge and the next **Create** event.
- f. Ask men, “Who’s missing?” and encourage them to invite others to the event from outside the church.
- g. Give men an opportunity to sign up for the **Create** event before they leave.
- h. Also, recruit additional men for the leadership team for the next challenge.

STRAIGHTFORWARD PLAN—PROJECT PLAN CHECKLIST

Challenge 3— BUILD GODLY RELATIONSHIPS AND MARRIAGES

The timeline below is a guideline; feel free to adjust or shorten as needed.

✓	Stride	Weeks Before/ After Kickoff	Plan for the Challenge, Cast the Vision, Include ALL Your Men, Deliver Content, Celebrate	Who?	By When?
		-16	Recruit new leaders for this challenge, using Process One in the Helpful Tools section of this notebook.		
		-15	Choose possible dates and times for <i>The Marriage Prayer Challenge</i> : _____.		
		-14	Call Man in the Mirror at 800.929.2536 to discuss the date/speaker for <i>The Marriage Prayer Challenge</i> .		
		-13	Finalize date and times for <i>The Marriage Prayer Challenge</i> : _____.		
		-13	Finalize date and times for the men's cookout (week before the couples' event): _____.		
		-13	Send in completed event contract to Man in the Mirror. (25 copies of <i>The Marriage Prayer</i> included.)		
		-11	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>The Marriage Prayer Challenge</i> and space for the men's cookout.		
		-11	Finalize the leadership team for Challenge 3.		
		-10	Finalize promo plans for both events, using the guide in Process Four as a template.		
		-9	Get the pastor's sign-off on the F&LO card and pre-Assessment. Print one for every man.		
		-9	Create distribution plan for the Assessments and F&LO cards.		
		-9	Begin studying the book <i>No Man Left Behind</i> with the event team, if not done in previous challenge.		
		-9	Determine your Disciple Every Man and "Hands" activities, using the checklists provided.		
		-8	Begin promoting <i>The Marriage Prayer Challenge</i> .		
		-8	Ask people to lead the follow-up groups (4-6 couples per couples' group, 5-10 men per men's group).		
		-7	Begin holding weekly meetings for the event coordinators.		
		-6	Make sure leaders are in place to lead the follow-up groups.		
		-6	Begin promoting the men's cookout.		
		-5	Have sign-ups after weekend services for engaged/seriously dating couples for pre-marital groups.		
		-4	Weekend Services—Announce The Journey and Challenge 3. Show the promo video. Build excitement!		
		-4	Order <i>When Good Men Are Tempted</i> for the men's-only groups. If you need more copies of <i>The Marriage Prayer</i> book beyond the 25 provided, contact Man in the Mirror.		
		-4	Order <i>Saving Your Marriage Before It Starts</i> books and workbooks for pre-marital groups. (Note: There is a men's workbook and a women's workbook.)		
		-4	Various leaders should distribute the F&LO cards and then the Assessment forms to all men in existing small groups, ministries, classes, sports activities, volunteer positions, etc.		
		-2	Continue distributing cards and distributing/collecting Assessments.		
		-1	Kick off Challenge 3 with the men's cookout, connecting them into follow-up groups BEFORE they leave.		

✓	Stride	Weeks Before/ After Kickoff	Plan for the Challenge, Cast the Vision, Include ALL Your Men, Deliver Content, Celebrate	Who?	By When?
		0	Kick off Challenge 3 with <i>The Marriage Prayer Challenge</i> .		
		0	Connect couples into follow-up groups BEFORE they leave <i>The Marriage Prayer Challenge</i> .		
		0	The men's-only follow-up groups meet for the first time, using <i>When Good Men Are Tempted</i> . Group leaders should distribute F&LO cards and collect Assessments as needed.		
		0	Invite ALL men to join the men's-only follow-up groups.		
		1	The pre-marital groups meet for the first time, using <i>Saving Your Marriage Before It Starts</i> . Group leaders should distribute F&LO cards and collect Assessments as needed.		
		1	The couples' groups meet for the first time, using <i>The Marriage Prayer</i> . Group leaders should distribute F&LO cards and collect Assessments as needed.		
		1	Invite ALL the married couples in the church to join the couples' follow-up groups.		
		3	Plug men who aren't directly participating into other small groups and ongoing ministries. Use the Disciple Every Man suggestions.		
		3	Re-communicate the F&LOs and discuss in groups.		
		4	Have group participants agree to continue the Sustain study the following week, using the same book they're going through for Capture. Allow men/couples to shift groups as needed.		
		5	Continue follow-up groups, using same resources.		
		5-11	Help people outside the groups stay engaged in the challenge, using Disciple Every Man ideas.		
		6-10	Give people an opportunity to put what they're learning into action, using a "Hands" suggestion from the checklist. Advertise church-wide to ALL the men/couples in the church.		
		8	Download post-challenge Assessment form. Modify as needed and have the pastor approve. Print one for every man in the church.		
		9	Choose date/time for the celebration dessert night: _____ . Invite pastor and leaders.		
		10	Reserve room/location for celebration evening: _____ .		
		11	Have the 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.		
		11	Distribute and collect post-challenge Assessment for 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 groups.		
		12	Make sure all Assessments have been collected. Create a report; keep the results of the participants in the groups separate if possible. Share the report with your pastor and team.		
		12	Ask those who led groups for the names of men/couples who particularly benefitted from Challenge 3.		
		12	Meet with team. Finalize drinks and desserts, as well as agenda, for celebration. Secure childcare.		
		12	Announce the celebration night and invite ALL the adults in the church.		
		13	Ask the men and couples 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.		
		14	Celebrate! Announce the results of the Assessment, remind them of their F&LOs, pray together, share testimonies, and enjoy!		
		14	Announce Challenge 4 to men at the celebration! Ask them to consider, "Who's missing?" and invite others on The Journey from outside the church.		

STRAIGHTFORWARD PLAN

Challenge 3— BUILD GODLY RELATIONSHIPS AND MARRIAGES

This challenge in the Journey to Biblical Manhood helps your men understand the importance of integrity in personal relationships and how to love sacrificially. This challenge centers around marriage for the men who are married or engaged, and accountable friendship for the men who are single, divorced or widowers. As a result, we suggest grouping men/couples accordingly, and we offer resources for all **three types of groups**: married couples' groups, men's-only groups, and pre-marital groups. The Straightforward Plan option makes the Plan portion of the challenge simple—most of the planning is already done for you!

You may have an existing group, class, or other opportunity that would work well to **Capture Momentum** and/or **Sustain Change**. **Feel free to use that**; just be sure to apply the principles in this section.

The **Deliver Content** resources for the Straightforward Plan version of Challenge 3 are:

- **Create Value** event:
 - Host *The Marriage Prayer Challenge: An Evening for Couples*, Man in the Mirror (two-hour event).
 - Men's Only: Host a men's cookout.
- **Capture Momentum** small group resource:
 - Married Couples' groups: *The Marriage Prayer* book by Patrick Morley and David Delk—Chapters 1–4
 - Men's-only groups: *When Good Men Are Tempted* book by Bill Perkins—Chapters 1–5
 - Seriously Dating or Engaged groups: *Saving Your Marriage Before It Starts* book and workbook by Les and Leslie Parrott—Chapters 1–3 (including Assessment; see weekly plan)
- **Sustain Change** curriculum:
 - Married Couples' groups: *The Marriage Prayer* book—Chapters 5–11
 - Men's-only groups: *When Good Men Are Tempted* book—Chapters 6–12
 - Seriously Dating or Engaged groups: *Saving Your Marriage Before It Starts* book and workbook—Chapters 4–7 (see weekly plan)
- **Celebrate** gathering: Host a dessert night, open to ALL the adults in the church.

On the next page is a weekly chapter plan to show you how the three groups coexist.

Weekly Plan			
Week	Seriously Dating or Engaged Couples	Men’s Only	Married Couples
-1		Men’s Cookout	
0	0	<i>When Good Men Are Tempted:</i> Chapter 1	<i>The Marriage Prayer Challenge</i>
1	<i>Saving Your Marriage Before It Starts:</i> Read and Discuss “Before You Begin” and Question 1: Myths One and Two.	Chapter 2	<i>The Marriage Prayer:</i> Chapter 1
2	Discuss Exercises 1-3. Read/Discuss Question 1: Myths Three and Four	Chapter 3	Chapter 2
3	Discuss Exercises 4-5 and “For Reflection.” (Assign online pre-marital evaluation for homework; www.realrelationships.com .)	Chapter 4	Chapter 3
4	Go over SYMBIS pre-marital evaluation results privately with each couple while rest of group reads and discusses Question 2.	Chapter 5	Chapter 4
5	Discuss Question 2, “For Reflection,” and Exercises 6-9.	Chapter 6	Chapter 5
6	Discuss Question 3, “For Reflection,” and Exercises 10-12.	Chapter 7	Chapter 6
7	Discuss Question 4, “For Reflection,” and Exercises 13-15.	Chapter 8	Chapter 7
8	Discuss Question 5, “For Reflection,” and Exercises 16-17.	Chapter 9	Chapter 8
9	Discuss Question 6, “For Reflection,” and Exercises 18-21.	Chapter 10	Chapter 9
10	Discuss Question 7, “For Reflection,” and Exercises 22-24.	Chapter 11	Chapter 10
11	“Potluck” party and group discussion.	Chapter 12	Chapter 11

PLAN FOR THE CHALLENGE

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

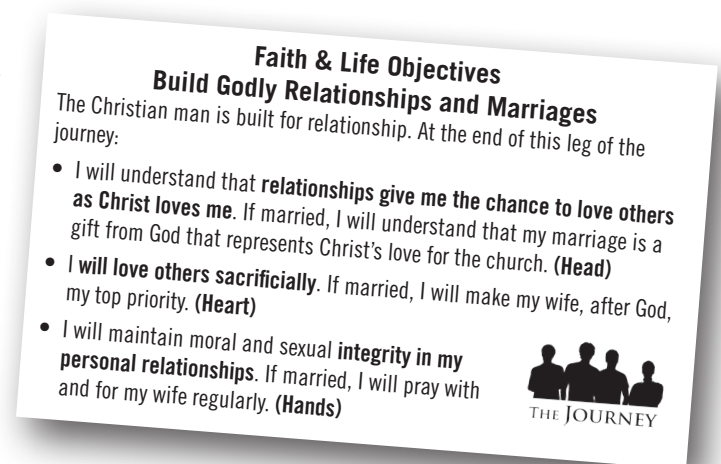
- On what date do you want to hold the couples’ kick-off event for Challenge 3, *The Marriage Prayer Challenge*? Keep in mind the church calendar and how The Journey fits in with other efforts. Start by listing your top three choices for dates. It’s a good idea to also check the community calendar for things such as school vacations and popular community events.
 1) _____ 2) _____ 3) _____
- On what date do you want to hold the men’s-only kick-off event, the men’s cookout? Aim to have the cookout the week before *The Marriage Prayer Challenge*. This will ensure that the strides of Challenge 3 flow together for both the couples’ groups and the men’s groups.

1. **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 Helpful Tools section of this notebook, complete the Leadership Audit and Recruiting Worksheet with your current team. **We recommend including women on the leadership team for this challenge to help with inviting couples to the event and recruiting couples to lead follow-up groups.**
 - c. Using the Recruiting Worksheet as your guide, invite these new people to join your team for Challenge 3. Share your vision with them for the kick-off event and challenge as a whole.
 - d. 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.

CAST THE VISION

Once you have decided on the above, you are ready to cast vision and to assess the men in your church in the areas related to this challenge.

1. **Determine the Faith & Life Objectives for this challenge.**
 - a. What do you hope to accomplish in the heads, hearts, and habits (hands) of the men in the church?
 - b. Download the template for the Faith & Life Objectives (F&LO) for Challenge 3 from the website www.journeytobiblicalmanhood.org. Review it with your team. Adjust as needed. Note that you'll want an objective for "Head," one for "Heart," and one for "Hands."
 - c. Give the F&LO card to your senior pastor for approval.
 - d. Print them on **business cards**, either through a commercial printing company or on your own. If you print them on your own, use 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.**



- e. 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.journeytobiblicalmanhood.org and download the standard Assessment for Challenge 3. 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. Download the promo video for this challenge from the website for use in the weekly worship service, Sunday school classes, etc. This will help you cast vision for the challenge.

4. Distribute the Faith & Life Objectives and the Assessment.

- a. Approximately three or four 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.

INCLUDE ALL YOUR MEN

1. **Determine the Disciple Every Man activities.**
 - a. Inevitably, there will be men and couples who cannot or do not actively engage in the groups or attend the events. **It's critical that your team helps them participate in the challenge through whatever ways they are already engaged at your church.**
 - b. Below and on the next page are some ideas for discipling every man/couple through this challenge—even those who aren't going to participate in the **Create-Capture-Sustain** portions. We also provide communication templates on our website for involving other leaders. Review them and see how they might fit into your plans.

DISCIPLE EVERY MAN

- Ask your pastor to consider either doing a sermon series or devoting one Sunday to marriage. Give every couple a Marriage Prayer Card and **issue the Marriage Prayer Challenge** church-wide. There is a husband's version and a wife's version of the simple prayer, designed to be prayed daily. Cards can be ordered in packs of 50 (one card per couple) from Man in the Mirror or download and print at www.marriageprayer.org. Ask the pastor to send an email out reminding couples of the challenge; we recommend using excerpts from the article "Worship and The Marriage Prayer."

DISCIPLE EVERY MAN (continued)

- Give guys who aren't participating in group studies the chance to be involved through **individual study**. Post a link on the church website or email a link to the online Man in the Mirror six-part video series, *The Marriage Prayer*. The study can be watched for FREE by streaming or downloading from the website. Encourage men to do it with their wives if possible. For men who aren't married, send out the link to the 40-minute video message *Friends: Risks and Rewards* from the Bible Study series, the *Man in the Mirror REMIX*. Encourage them to use the corresponding handout and discussion/reflection questions.
- Email the article "How Easy is Sexual Sin?" to all the men in the church, encouraging them to focus on the questions at the end of the article—either in their small groups, with an accountability partner, or by jotting down their thoughts individually on paper.
- Challenge men to enter into **one-on-one** accountability relationships. Focus on men who aren't in a men's-only follow-up group. Consider offering an hour-long information session at the church, where you help men pair up at the end, as desired. Show the 30-minute video *Accountability: The Missing Link* from the Bible Study series, the *Man in the Mirror REMIX*, and stress the importance of follow-through and confidentiality.
- Emphasize the concepts of the challenge to the engaged and married couples in the church that aren't participating in the groups. Send out a link to the two-part sermon *Cultivating a Healthy Marriage* from Tim and Kathy Keller (can be downloaded at www.timothykeller.com) to the married men and women, or a link to the four-part sermon series *The New Rules for Love, Sex & Dating* by Andy Stanley (can be downloaded at www.northpoint.org) to engaged or seriously dating men and women. Reference the Challenge 3 Faith & Life Objectives in the email.

(Links to all of the above videos and articles can be found under Challenge 3 at www.journeytobiblicalmanhood.org.)

- 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 Disciple Every Man activities you've chosen (choose two or three).

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

2. **Choose one or two “Hands” opportunities.**

- a. During the **Sustain Change** time period of the challenge, give people an opportunity to put what they’re learning into action. Below and on the next page are some ideas.

USE YOUR “HANDS”

- Ask the couples in the church to take a **survey** to determine their love language (assessments can be downloaded from www.5lovelanguages.com). Then, challenge each spouse to be intentional about doing something special in the other’s primary “language” every day for a week. Consider providing ideas and examples to get people thinking.

USE YOUR "HANDS" (continued)

- ❑ Plan a **church-wide date night**. Serve dinner or dessert and show the movie *Fireproof*. Encourage the men to take the initiative and ask their wife "out" for the date night. Provide free childcare for couples with young children and choose a Friday or Saturday night so (most) people don't have to work the next day. Be sure to purchase an Authorized Public Exhibition License. (Link to purchase license can be found on the JBM website.)
- ❑ Don't let the single or widowed women in your church feel isolated by the ways others might be participating in this challenge. Give the men in the church a way to honor and serve them at some point in the challenge. Consider a handyman morning where women can get yard work or home repairs done, or host an afternoon of free car washes and oil changes in the church parking lot. Be sure to ask any women's ministry leaders for help in this initiative. They may be able to point you to where the needs are.
- ❑ Have some of the men's leaders for this challenge plan a "**Guys' day out**"—organize various opportunities for men with similar interests to get to know each other better. Plan a day of golf, hold a basketball or Ping-Pong tournament, go skeet shooting, meet up for a morning bicycle ride, go to a baseball game, or even just enjoy a long lunch! Be sure to emphasize to the leaders the importance of including as many men as possible across the different activities; avoid "cliques" where possible and include men who are new to the church. Remind leaders to **go over the Faith & Life Objectives** and give men a chance to share what God is doing in their lives. Also, if any of the outings require travel time, download and print out the **Drive Time Questions** from www.journeytobiblicalmanhood.org.

- b. Advertise these opportunities church-wide, not just to those participating in the study! You may choose to use portions of the promo plan found in the Helpful Tools 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.

DELIVER CONTENT: CREATE VALUE

The **Create Value** step for the Straightforward Plan of Challenge 3 consists of **two events**: *The Marriage Prayer Challenge* evening for couples and a cookout for the men. We strongly recommend you hold the men's cookout the week before the couples' event (see weekly plan in the beginning of this section). *The Marriage Prayer Challenge* is a two-hour evening event from *Man in the Mirror*, done by a *Man in the Mirror* speaker. We recommend doing it on a Friday or Saturday night. The event comes with graphics and templates for printing your own promo materials, 25 copies of *The Marriage Prayer* book, a Marriage Prayer card for each couple in attendance, and a list of ideas to make it more resonant.

1. **Schedule *The Marriage Prayer Challenge* with *Man in the Mirror*.**
 - a. Confirm your possible event dates 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.
- c. Mail or email a completed event contract, along with the scheduling fee.
- d. **Consider splitting up the event tasks into four main coordinator roles:**
 - Event Director: _____
 - Promotions Coordinator: _____
 - Follow-Up Groups Coordinator: _____
 - Registration Coordinator: _____

Set up weekly meetings with your event planning team to study the book *No Man Left Behind*. For more in-depth training, go through the video-based No Man Left Behind Courseware.
- e. Determine your ticket price for *The Marriage Prayer Challenge*. See if anyone in the church would like to offer a scholarship for another couple. 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 Process Three in the Helpful Tools section of this notebook, choose the location for your event and make sure you have technical and room requirements met.

2. **Schedule the men's cookout.**

- a. Confirm your event date and times with the leadership team and senior pastor, based on the date of *The Marriage Prayer Challenge*. (The cookout should be sometime during the week before the couples' event.)
- b. Decide on what food and beverages will be served. Determine who will be responsible for what (set up, bringing ice, grilling, food prep, etc.).
- c. Determine your ticket price, based on food, drink and book (*When Good Men Are Tempted*) costs. Aim to keep it as low as possible for this event.
- d. Ask one or two men to share a brief testimony about how God has used accountable male friendship to impact them. Arrange this beforehand.
- e. Decide whether you will include any icebreakers, activities, or games to help guys connect. Incorporate humor and competition!

3. Invite men and couples to the respective events.

- a. Use the promotions plan in Process Four of the Helpful Tools section of this notebook as a template. Modify as needed for each event, adding your own ideas as you go.
- b. Invite your pastor to attend the events, as well as help invite others during Sunday morning worship services.
- c. Print flyers or bulletin inserts for *The Marriage Prayer Challenge*, using the templates provided on the Promotions CD that comes with the event from Man in the Mirror. Print and hang up 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 Process Four and communication templates on the website.) Make it an all-inclusive effort.
- e. Aim for every man/couple in your church to receive no fewer than five touches. Make sure everyone is encouraged to pre-register and pre-pay, if you're charging for the events. This will increase the sense of value and 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 either the cookout or *The Marriage Prayer Challenge*, depending on their circumstances. Divide all the men in the church among them. Ask any women on the leadership team for this challenge to help invite couples.
Personal invitation is critical to the success of the events.
- g. Encourage men and couples to bring others with them. Use these events to cast an outreach vision. The more people that get involved in the challenge at the initial level, the better!

4. Plan and prepare for your Capture step.

- a. The **Capture** step and **Sustain** step use the same resource in this challenge. Groups will stay together for the duration of these two strides so group facilitators will need to be committed to the full study (11 weeks for couples' groups and 12 weeks for men's groups).
- b. Announce the pre-marital group study for engaged or seriously dating couples about five weeks in advance of your kick-off events. Have sign-ups after weekend services so you know how many books, workbooks, and group facilitators you will need. Aim to have stable married couples leading these groups.
- c. Once you have a count, order the books *Saving Your Marriage Before It Starts*, along with the workbooks. Note: There is a workbook for men and a separate one for women.
- d. Make an educated estimate for the men's cookout and couples' event attendance and determine how many small group facilitators you'll need to have in place. Aim to have 4-6 couples to a couples' group, and 5-10 men to a men's-only group.

- e. With your event team, make a list of men and couples you'd like to ask to be small group facilitators.
 - f. Invite them to lead a follow-up group. Discussion questions are included in the resources. Emphasize that facilitating a group should be easy and just requires a willing person.
 - g. Have a meeting 2-3 weeks before the events with them. Give them the handout found in the Forms and Templates section of this notebook. For more instruction on choosing and preparing group leaders, see Process Five in the Helpful Tools section.
 - h. *The Marriage Prayer Challenge* comes with 25 copies of the book *The Marriage Prayer* to be used in the couples' follow-up groups. If you expect more than 25 couples, be sure to order your books in time for the event.
 - i. Based on sign-ups for the men's cookout, order the books *When Good Men Are Tempted*. Be sure to order extra for men who want to join the groups but couldn't attend the event.
5. **Kick off the challenge with your events!**
- a. Have your leaders in attendance and make sure every man at the cookout and couple at *The Marriage Prayer Challenges* feels welcome!
 - b. Be attentive to people sitting alone or those who are new to the church. Have leaders spread out at different tables to help facilitate conversation.
 - c. If either of your events will have 100+ people, signs should be hung up around the room with follow-up group locations, days, and times (see Process Six).
 - d. Help men and couples form small groups at the end of the events—**BEFORE they leave.**

DELIVER CONTENT: CAPTURE MOMENTUM

The **Capture Momentum** step for the Straightforward Plan of Challenge 3 is a different resource for each type of group. Married couples will use *The Marriage Prayer*, men's-only groups will use *When Good Men Are Tempted*, and engaged/seriously dating couples will use *Saving Your Marriage Before It Starts*.

1. **Begin follow-up groups.**
 - a. The groups should begin the week following each of the events, including the pre-marital groups (see weekly plan in the beginning of this section).

- b. **Invite all the men in your church to join a men's-only follow-up group, even those who didn't attend the cookout.** Have extra books on hand for late joiners. Likewise, invite all the married couples in the church to join a couples' follow-up group.
 - 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 all the group leaders to see how the first meeting went and to pray with them.
2. **Help those who don't join the groups participate in the challenge.**
 - a. Implement the Disciple Every Man suggestions found in this section of the notebook that are specific to this challenge, as desired.
 - 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 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. **Give the pre-marital couples a couples' evaluation.**
 - a. The book *Saving Your Marriage Before It Starts* directs couples to evaluate their relationships. We suggest you have couples do this for homework after the third week.
 - b. We recommend that group leaders review the results of the evaluations with each couple in the fourth week. This can be done during regular group time if there's a place to speak with each couple privately for 10 or 15 minutes, while the rest of the group discusses the chapter (see Weekly plan).
 - c. To access the evaluation, go to www.realrelationships.com and click on Assessments/ SYMBIS Pre-Marital Assessment. The results will automatically be emailed to the couple. (Note: The evaluation can also be used by married couples.)
4. **Prepare for the Sustain step.**
 - a. This challenge is unique in that the **Capture** step flows seamlessly into the **Sustain** step. Continue on with the follow-up groups, using the same books.
 - b. Allow couples and men to shift groups or combine groups, *as needed*.

DELIVER CONTENT: SUSTAIN CHANGE

The **Sustain Change** step for the Straightforward Plan of Challenge 3 is a continuation of the **Capture Momentum** study; married couples continue in *The Marriage Prayer*, pre-marital couples continue in *Saving Your Marriage Before It Starts*, and men's-only groups continue in *When Good Men Are Tempted*.

1. **Begin the Sustain Change study groups.**
 - a. The **Capture** groups should seamlessly flow into the **Sustain Change** groups.
 - b. Have group leaders hand out a Faith & Life Objectives card to any man who might have lost it.
2. **Help men and couples that aren't in the follow-up groups participate in the challenge.**
 - a. Continue to implement the Disciple Every Man 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.
 - c. This is a great time to give men and couples an opportunity to put what they're learning into action by implementing the "Hands" activity you chose.
3. **Distribute the post-challenge Assessment.**
 - a. Visit www.journeytobiblicalmanhood.org and download the standard post-challenge Assessment for Challenge 3. 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*.

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 3. The last thing for them to do will be to help plan and execute the Celebration. The recommended celebration gathering is a **dessert night**, open to ALL the adults in the church.

1. **Assess 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 study groups and a separate one for those who did not.**
 - c. Share the results with the church leaders and senior pastor.

2. **Plan the celebration night.**
 - a. Ask the leaders of the groups for the names of some men and couples who they think have particularly benefitted from the challenge.
 - b. Ask those people 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 night.
 - d. In order to emphasize the all-inclusive nature of the challenge, aim to find one couple and one man to share at the celebration who was impacted but didn't participate in the groups.
 - e. Share all testimonies with the church leaders and senior pastor.
 - f. Review celebration “hardware” ideas on www.journeytobiblicalmanhood.org. 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 dessert night, with approval from your pastor, who should plan to attend:

Date: _____ Time: _____
 - i. Reserve a room or venue. Be sure to arrange childcare.

- j. Decide on the dessert and drink menu and whether it will be buffet style or self-serve. Set the night's agenda including testimony, any music, entertainment, etc.
 - k. Invite **all** the adults in the church to attend!
3. **Celebrate!**
- a. Have men and couples 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. If you ordered any celebration giveaways, such as tokens or wristbands, pass them out to all the men.
 - e. Unveil the next challenge and the next **Create** event.
 - f. Ask men, "Who's missing?" and encourage them to invite others to the event from outside the church.
 - g. Give men an opportunity to sign up for the next **Create** event before they leave.
 - h. Also, recruit additional men for the leadership team for the next challenge.

FLEXIBLE PLAN—PROJECT PLAN CHECKLIST

Challenge 3— BUILD GODLY RELATIONSHIPS AND MARRIAGES

The timeline below is a guideline; feel free to adjust or shorten as needed.

✓	Stride	Weeks Before/ After Kickoff	Plan for the Challenge, Cast the Vision, Include ALL Your Men, Deliver Content, Celebrate	Who?	By When?
		-16	Recruit new leaders for this challenge, using Process One in the Helpful Tools section of this notebook.		
		-14	Choose Create event type for couples: _____		
		-14	Choose Create event type for men: _____		
		-14	Confirm speakers for events, as needed: _____		
		-13	Choose date(s) and times for couples' event: _____ at _____		
		-13	Choose date(s) and times for men's event: _____ at _____		
		-13	Decide what resource to use in the married couples' groups: _____		
		-13	Decide what resource to use in the men's-only groups: _____		
		-13	Decide what resource to use in the pre-marital groups (if applicable): _____		
		-11	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(s) and add to church calendar and website.		
		-11	Finalize leadership team for Challenge 3.		
		-10	Finalize the promo plan for each event, using the template in the Helpful Tools section of this notebook.		
		-9	Get the pastor's sign-off on the F&LO card and pre-Assessment. Print one for <i>every</i> man.		
		-9	Create distribution plan for the F&LO cards and Assessment.		
		-9	Begin studying the book <i>No Man Left Behind</i> with the event team, if not done during previous challenge.		
		-9	Determine your Disciple Every Man and "Hands" activities, using checklists provided.		
		-8	Begin promoting the event(s), using your promo plan. Be sure to focus on personal invitation!		
		-8	Ask people to lead the follow-up groups (4–6 couples per couples' group, 5–10 men per men's group).		
		-7	Begin holding weekly leadership meetings for event coordinators.		
		-6	Make sure leaders are in place to lead the follow-up groups.		
		-5	Pass out F&LO cards and Assessments to leaders.		
		-5	Have sign-ups after weekend services for engaged/seriously dating couples for pre-marital groups.		
		-4	Weekend Services—Announce The Journey and Challenge 3. Show the promo video. Build excitement!		
		-4	Various leaders should distribute the F&LO cards and Assessment forms to all men in small groups, classes, sports activities, etc.		

✓	Stride	Weeks Before/ After Kickoff	Plan for the Challenge, Cast the Vision, Include ALL Your Men, Deliver Content, Celebrate	Who?	By When?
		-3	Order materials for groups. Order enough for people who don't come to events but want to join groups.		
		-2	Continue distributing cards and distributing/collecting Assessments.		
		0	Kick-off Challenge 3 with the event(s).		
		0	Connect men and couples directly into follow-up groups BEFORE they leave the respective events.		
		1	Invite ALL men to join the men's follow-up groups; likewise, invite ALL couples to join couples' 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 Disciple Every Man suggestions.		
		3	Re-communicate the F&LO's and discuss in groups.		
		4	Have group participants agree to continue the Sustain study the following week, using the same resource they're going through for Capture. Allow men/couples to shift groups as needed.		
		5	Continue follow-up groups using the same resources. (This project plan is based on 11 weeks of study.)		
		5-11	Help people outside of the groups stay engaged in the challenge, using Disciple Every Man ideas.		
		6-10	Give people 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/couples in the church.		
		8	Download post-challenge Assessment form. Modify as needed and have the pastor approve. Print one for every man in the church.		
		9	Choose date/time for celebration gathering: _____ Invite pastor and leaders.		
		10	Reserve room/location for celebration: _____		
		11	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.		
		11	Distribute and collect post-challenge Assessment for 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 groups.		
		12	Make sure all Assessments have been collected. Create a report; keep the results of the participants in the groups separate if possible. Share the report with your pastor and team.		
		12	Ask those who led groups for the names of men/couples who particularly benefitted from Challenge 3.		
		12	Meet with team. Finalize the celebration agenda. Secure childcare.		
		12	Announce the celebration night and invite ALL the adults in the church.		
		13	Ask the men and couples 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.		
		14	Celebrate! Announce the results of the Assessment, remind them of their F&LOs, pray together, share testimonies, and enjoy!		
		14	Announce Challenge 4 to men at the celebration! Ask them to consider, "Who's missing?" and invite others on The Journey from outside the church.		

FLEXIBLE PLAN

Challenge 3— BUILD GODLY RELATIONSHIPS AND MARRIAGES

This challenge in the Journey to Biblical Manhood helps your men understand the importance of integrity in personal relationships and how to love sacrificially. This challenge centers around marriage for the men who are married or engaged, and accountable friendship for the men who are single, divorced or widowers. As a result, we suggest grouping men/couples accordingly, and we offer resources for all **three types of groups**: married couples' groups, men's-only groups, and pre-marital groups.

The Flexible Plan option 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.

For Challenge 3, you'll use the same resource for the Sustain step as you do for the Capture step under the Deliver Content stride. It should flow seamlessly as one study. Aim to choose resources of similar length for the three types of small groups (married couples, men's-only and pre-marital) so the challenge will begin and end around the same time for everyone involved. Resources that differ in length can be split up evenly across the same number of weeks by making chapter plans.

***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.

You may have an existing group, class, or other opportunity that would work well to **Capture Momentum** and/or **Sustain Change**. **Feel free to use that;** just be sure to apply the principles in this section.

The suggested Deliver Content resources for the Flexible Plan version of Challenge 3 are:

- **Create Value** event for Married Couples:
 - Host *The Marriage Prayer Challenge: An Evening for Couples*, Man in the Mirror (two-hour event).
 - Attend *Weekend to Remember—Marriage Getaway*, Family Life (Friday–Sunday event).
 - Host *The Art of Marriage*, Family Life (1½ day video event).
 - Host/Attend *Laugh Your Way to a Better Marriage*, Mark Gungor (2-day live event or video event).
 - Host a date night at the church with a sit-down dinner and dessert—choose a speaker and consider having music.
- **Create Value** event for Men Only:
 - Host a basketball or softball tournament—arrange to have one or two men share testimony about how accountable male friendship has impacted them.
 - Host an evening barbeque and bonfire—arrange to have one or two men share testimony about how accountable male friendship has impacted them.

- **Create Value** event for Seriously Dating or Engaged Couples:
 - Host a half-day or full-day pre-marital seminar at the church; include lunch and icebreakers.
-
- **Capture Momentum** and **Sustain Change** curriculum for Married Couples' groups:
 - *The Marriage Prayer* book by Patrick Morley and David Delk, Moody (11 chapters)
 - *The Meaning of Marriage* book by Timothy and Kathy Keller, Dutton Adult (8 chapters)
 - *Love and Respect* book by Emerson Eggerichs, Thomas Nelson (24 short chapters)
 - *The Marriage Builder* book by Dr. Larry Crabb, Zondervan (8 chapters)
 - *The Marriage Course* video series with book, *The Alpha Course*, Nicky and Sila Lee (7 video sessions)
 - *When Sinners Say "I Do"* book by Dave Harvey, Shepherd (10 chapters)
 - *What Did You Expect?* book by Paul David Tripp, Crossway (17 chapters)
 - *Sacred Marriage* book by Gary Thomas, Zondervan (13 chapters; this book falls on the deep end of the continuum)
 - **Capture Momentum** and **Sustain Change** curriculum for Men's-only groups:
 - *When Good Men Are Tempted* book by Bill Perkins, Zondervan (12 chapters)
 - *Brothers!* book by Geoff Gorsuch, NavPress (8 chapters)
 - *The Purity Principle* book by Randy Alcorn, Multnomah (10 short chapters)
 - *If Only He Knew: Understanding Your Wife* book by Gary Smalley, Zondervan (12 chapters)
 - *Husband in the Mirror* video Bible study by Patrick Morley, Man in the Mirror (12 video sessions)
 - *Bond of Brothers* book by Wes Yoder, Zondervan (12 chapters)
 - *Instruments in the Redeemer's Hands* book by Paul David Tripp, P & R (14 chapters; this book falls on the deep end of the continuum)
 - **Capture Momentum** and **Sustain Change** curriculum for Seriously Dating or Engaged Couples' groups:
 - *Saving Your Marriage Before It Starts* book and workbook by Les and Leslie Parrott, Zondervan (7 questions/chapters)
 - *Before You Say "I Do"* workbook by H. Normal Wright and Wes Roberts, Harvest House (13 chapters)
 - *Things I Wish I'd Known Before We Got Married* book by Gary D. Chapman, Northfield (12 chapters)
 - *Before You Save the Date* book by Paul Friesen, Home Improvement Ministries (11 chapters)

- **Celebrate gathering:**
 - Host an evening dessert night open to ALL the adults in the church; ask a few people to share their testimony, representing the couples', men's only, and pre-marital groups.
 - Hold a short, evening worship service with pot-luck dinner afterward; ask a few people to share their testimony, representing the couples', men's-only, and pre-marital groups.
 - If you'd like to do separate celebration gatherings for the different types of groups, consider a service having couples renew their vows, a meal with the awarding of certificates to pre-marital couples, and a campout for the men.

PLAN FOR THE CHALLENGE

First, choose your resources, using our list of suggestions or your own:

- What type of event(s) will you use to kick-off Challenge 3? Consider the following: duration, location, speaker, content and cost. **We recommend having a kick-off event for couples and a separate men's-only event for men who aren't married.**

Couples event: _____

Men's-only event: _____

- If applicable, on what date do you want to hold the couples' **Create Value** event for Challenge 3? 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) _____

- If applicable, on what date do you want to hold the men's-only **Create Value** event? Start by listing your top three choices for dates.

1) _____ 2) _____ 3) _____

- What resource will you use in your **Capture Momentum** and **Sustain Change** follow-up groups? If you're doing three separate types of groups, we recommend you choose resources that are similar in length (or provide a chapter plan to ensure the groups begin and end around the same time).

Married Couples' groups: _____ Chapters: _____

Men's-only groups: _____ Chapters: _____

Pre-Marital groups: _____ Chapters: _____

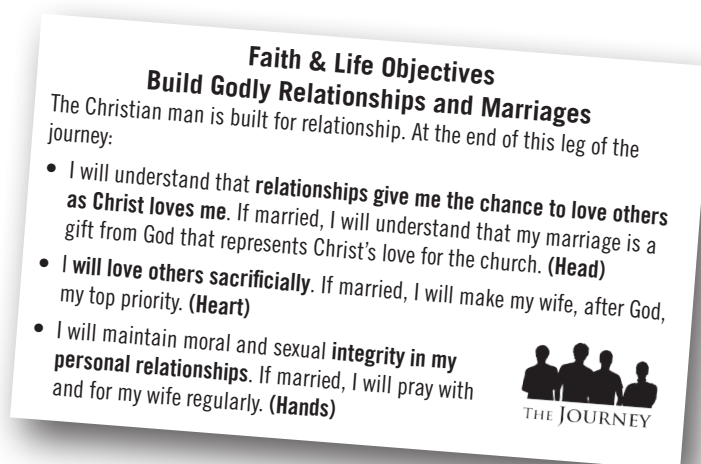
1. **Recruit new leaders to help with this challenge.**
 - a. For every challenge, aim to have a combination of existing leaders and new leaders working together. This will prevent burn-out and foster a feeling of inclusion.
 - b. In the Helpful Tools section of this notebook, complete the Leadership Audit and Recruiting Worksheet with your current team. **If you're doing couples' groups, we recommend including women on the leadership team for this challenge to help with inviting couples to the event and recruiting couples to lead follow-up groups.**
 - c. Using the Recruiting Worksheet as your guide, invite these new people to join your team for Challenge 3. Share your vision with them for the kick-off event and challenge as a whole.
 - d. 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.

CAST THE VISION

Once you have decided on the above, you are ready to cast vision and to assess the men in your church in the areas related to this challenge.

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

- a. What do you hope to accomplish in the heads, hearts, and habits (hands) of the men in the church?
- b. Download the template for the Faith & Life Objectives (F&LO) for Challenge 3 from the website www.journeytobiblicalmanhood.org. Review it with your team. Adjust as needed. Note that you'll want an objective for "Head," one for "Heart," and one for "Hands."
- c. Give the F&LO card to your senior pastor for approval.
- d. Print them on **business cards**, either through a commercial printing company or on your own. If you print them on your own, use 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.**



- e. 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.journeytobiblicalmanhood.org and download the standard Assessment for Challenge 3. 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. Download the promo video for this challenge from the website for use in the weekly worship service, Sunday school classes, etc. This will help you cast vision for the challenge.

4. Distribute the Faith & Life Objectives and the Assessment.

- a. Approximately three or four 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.

INCLUDE ALL YOUR MEN

1. **Determine the Disciple Every Man activities.**
 - a. Inevitably, there will be men and couples who cannot or do not actively engage in the groups or attend the events. **It's critical that your team helps them participate in the challenge through whatever ways they are already engaged at your church.**
 - b. Below and on the next page are some ideas for discipling every man/couple through this challenge--even those who aren't going to participate in the **Create-Capture-Sustain** portions. We also provide communication templates on our website for involving other leaders. Review them and see how they might fit into your plans.

DISCIPLE EVERY MAN

- Ask your pastor to consider either doing a sermon series or devoting one Sunday to marriage. Give every couple a Marriage Prayer Card and **issue the Marriage Prayer Challenge** church-wide. There is a husband's version and a wife's version of the simple prayer, designed to be prayed daily. Cards can be ordered in packs of 50 (one card per couple) from Man in the Mirror or download and print at www.marriageprayer.org. Ask the pastor to send an email out reminding couples of the challenge; we recommend using excerpts from the article "Worship and The Marriage Prayer."
- Give guys who aren't participating in group studies the chance to be involved through **individual study**. Post a link on the church website or email a link to the online Man in the Mirror six-part video series, *The Marriage Prayer*. The study can be watched for FREE by streaming or downloading from the website. Encourage men to do it with their wives if possible. For men who aren't married, send out the link to the 40-minute video message *Friends: Risks and Rewards* from the Bible Study series, the *Man in the Mirror REMIX*. Encourage them to use the corresponding handout and discussion/reflection questions.

DISCIPLE EVERY MAN (continued)

- Email the article “How Easy is Sexual Sin?” to all the men in the church, encouraging them to focus on the questions at the end of the article—either in their small groups, with an accountability partner, or by jotting down their thoughts individually on paper.
- Challenge men to enter into **one-on-one** accountability relationships. Focus on men who aren’t in a men’s-only follow-up group. Consider offering an hour-long information session at the church, where you help men pair up at the end, as desired. Show the 30-minute video *Accountability: The Missing Link* from the Bible Study series, the *Man in the Mirror REMIX*, and stress the importance of follow-through and confidentiality.
- Emphasize the concepts of the challenge to the engaged and married couples in the church that aren’t participating in the groups. Send out a link to the two-part sermon *Cultivating a Healthy Marriage* from Tim and Kathy Keller (can be downloaded at www.timothykeller.com) to the married men and women, or a link to the four-part sermon series *The New Rules for Love, Sex & Dating* by Andy Stanley (can be downloaded at www.northpoint.org) to engaged or seriously dating men and women. Reference the Challenge 3 Faith & Life Objectives in the email.

(Links to all of the above videos and articles can be found under Challenge 3 at www.journeytobiblicalmanhood.org.)

- 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 Disciple Every Man activities you’ve chosen (choose two or three).

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

2. Choose one or two “Hands” opportunities.

- a. During the **Sustain Change** time period of the challenge, give people an opportunity to put what they're learning into action. Below and on the next page are some ideas.

USE YOUR “HANDS”

- Ask the couples in the church to take a **survey** to determine their love language (assessments can be downloaded from www.5lovelanguages.com). Then, challenge each spouse to be intentional about doing something special in the other's primary “language” every day for a week. Consider providing ideas and examples to get people thinking.
- Plan a **church-wide date night**. Serve dinner or dessert and show the movie *Fireproof*. Encourage the men to take the initiative and ask their wife “out” for the date night. Provide free childcare for couples with young children and choose a Friday or Saturday night so (most) people don't have to work the next day. Be sure to purchase an Authorized Public Exhibition License. (Link to purchase license can be found on the JBM website.)
- Don't let the single or widowed women in your church feel isolated by the ways others might be participating in this challenge. Give the men in the church a way to honor and serve them at some point in the challenge. Consider a handyman morning where women can get yard work or home repairs done, or host an afternoon of free car washes and oil changes in the church parking lot. Be sure to ask any women's ministry leaders for help in this initiative. They may be able to point you to where the needs are.

USE YOUR “HANDS” (continued)

- Have some of the men’s leaders for this challenge plan a **“Guys’ day out”**—organize various opportunities for men with similar interests to get to know each other better. Plan a day of golf, hold a basketball or Ping-Pong tournament, go skeet shooting, meet up for a morning bicycle ride, go to a baseball game, or even just enjoy a long lunch! Be sure to emphasize to the leaders the importance of including as many men as possible across the different activities; avoid “cliques” where possible and include men who are new to the church. Remind leaders to **go over the Faith & Life Objectives** and give men a chance to share what God is doing in their lives. Also, if any of the outings require travel time, download and print out the **Drive Time Questions** from www.journeytobiblicalmanhood.org.

- b. Advertise these opportunities church-wide, not just to those participating in the study! You may choose to use portions of the promo plan found in the Helpful Tools 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.

DELIVER CONTENT: CREATE VALUE

Once you’ve chosen the event(s) for this challenge, it’s time to begin planning and promoting. If doing your own event, aim to incorporate some of the essential concepts that apply to every man in his pursuit of meaningful relationships and honoring God in those relationships. If you’re doing an outside event, be sure to **FIRST** confirm all the details and secure any speaker, dates, or deposits required.

1. Schedule event(s).

- a. Confirm your possible event dates with the leadership team and senior pastor.
- b. If doing a Man in the Mirror event, call a Ministry Consultant and schedule. If doing another outside event, confirm details and scheduling requirements.
- c. From your leadership team for this challenge, appoint someone to be in the following primary event roles, if applicable, for each event you do:

Event Director: _____

Promotions Coordinator: _____

Follow-Up Groups Coordinator: _____

Registration Coordinator: _____

Set up weekly meetings with your event planning team to study the book *No Man Left Behind*. For more in-depth training, go through the video-based No Man Left Behind Courseware.

- d. If doing your own event, decide how much you will charge. See if anyone in the church would like to offer a scholarship for another couple/man. Even if you have ministry funds to cover the event, we encourage you to charge for it—experience has shown us that charging increases perceived value, commitment, and attendance.

\$_____ per man (men's-only event) \$_____ per couple (couples' event)

- e. Using the guide in Process Three of the Helpful Tools section of this notebook, choose the location for your event(s) and make sure you have technical and room requirements met.

2. Invite men and couples to the respective events.

- a. **Customize the promotions plan** in Process Four of the Helpful Tools section of this notebook for each of your events. Follow it.
- b. Invite your pastor to attend the event(s), as well as help invite others during Sunday morning worship services.
- c. Print your event details on flyers, posters, bulletin inserts, etc.
- d. Work closely with other ministries, groups, and leaders in your church to involve everyone in the invitation process. (See Promotions Plan in Process Four and communication templates on the website.) Make it an all-inclusive effort.
- e. Aim for every man/couple in your church to receive no fewer than five touches. Make sure everyone is encouraged to pre-register and pre-pay if you're charging for the events. This will increase the sense of value and 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 either the couples' event or men's-only event, depending on their circumstances. Divide all the men in the church among them. Ask any women on the leadership team for this challenge to help invite couples. **Personal invitation is critical to the success of your kick-off event(s).**
- g. Encourage men and couples to bring others with them. Use these events to cast an outreach vision. The more people that get involved in the challenge at the initial level, the better!

3. Plan and prepare for your Capture step.

- a. The **Capture** step and **Sustain** step use the same resource in this challenge. Groups will stay together for the duration of these two strides so group facilitators will need to be committed to the full study. Tell them ahead of time how many weeks they will need to be involved.

- b. If applicable, announce the pre-marital group study for engaged or seriously dating couples about five weeks in advance of your kick-off events. Have sign-ups after weekend services so you know how many books and group facilitators you will need. Aim to have stable married couples leading these groups.
 - c. Once you have a count, order the books for the pre-marital groups. If any workbooks accompany the study, be sure to order those, too.
 - d. Make an educated estimate for the men's event and couples' event attendance and determine how many small group facilitators you'll need to have in place. Aim to have 4-6 couples to a couples' group, and 5-10 men to a men's-only group.
 - e. With your event team, make a list of men and couples you'd like to ask to be small group facilitators.
 - f. Invite them to lead a follow-up group. Discussion questions are included in many of the resources. If you choose a resource that doesn't include them, provide facilitators with weekly questions. Emphasize that facilitating a group should be easy and just requires a willing person.
 - g. Have a meeting with them 2-3 weeks before the event(s). Give them the handout found in the Forms and Templates section of this notebook. For more instruction on choosing and preparing group leaders, see the Helpful Tools section of this notebook.
 - h. Based on registrations for the couples' event (if applicable), order the resource you've chosen to use—**be sure to have enough for not only the couples that attend the event, but for couples who couldn't attend the event. You want to invite ALL the married couples in the church to join the couples' groups.**
 - i. Based on registrations for the men's-only event (if applicable), order the resource you've chosen to use—be sure to have enough for not only the men that attend the event, but for men who couldn't attend the event. **You want to invite ALL the men who aren't married in the church to join the men's-only groups.**
4. **Kick off the challenge with your event(s)!**
- a. Make sure your speaker(s) is prepared and equipped to be successful. Test audio and visual equipment, room temperature, etc.
 - b. Have your leaders in attendance and make sure every man and couple at the event(s) feels welcome!
 - c. Be attentive to people sitting alone or those who are new to the church. Have leaders spread out at different tables to help facilitate conversation.

- d. If either of your events will have 100+ people, signs should be hung up around the room with follow-up group locations, days, and times (see Process Six).
- e. Help men and couples form small groups at the end of the events—**BEFORE they leave.**

DELIVER CONTENT: CAPTURE MOMENTUM

The **Capture Momentum** follow-up group resource for this challenge should be a different resource for each type of group you're offering (married couples, men's only, and engaged or seriously dating couples). The resources used in the follow-up groups after the event(s) will be the only study materials for this challenge.

1. **Begin follow-up groups.**
 - a. The groups should begin the week following the event(s).
 - b. **Invite all the men in your church to join a men's-only follow-up group, even those who didn't attend the event.** Have extra books on hand for late joiners. Likewise, invite all the married couples in the church to join a couples' follow-up group.
 - 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 all the group leaders to see how the first meeting went and to pray with them.
2. **Help those who don't join the groups participate in the challenge.**
 - a. Implement the Disciple Every Man suggestions found in this section of the notebook that are specific to this challenge, as desired.
 - 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 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. **Give the pre-marital couples a couples' evaluation.**
 - a. We recommend helping couples evaluate their strengths and weaknesses in the pre-marital groups. Use an online evaluation of your choice; one free suggestion is called the SYMBIS Pre-Marital Assessment. Go to www.realrelationships.com and click on Assessments/SYMBIS Pre-Marital Assessment. The results will automatically be emailed to the couple. (Note: The evaluation can also be used by married couples.)
 - b. We suggest you have couples do this for homework early in the study—around the third or fourth week so that you have time to review the results with each of them.
 - c. We recommend that group leaders review the results of the evaluations with each couple. This can be done during regular group time if there's a place to speak with each couple privately for 10 or 15 minutes, while the rest of the group discusses the current chapter or does another activity.
4. **Prepare for the Sustain step.**
 - a. This challenge is unique in that the **Capture** step flows seamlessly into the **Sustain** step. Continue on with the follow-up groups, using the same books.
 - b. Allow couples and men to shift groups or combine groups, *as needed*.

DELIVER CONTENT: SUSTAIN CHANGE

The **Sustain Change** step for Challenge 3 is a continuation of the **Capture Momentum** study.

1. **Begin the Sustain Change study groups.**
 - a. The **Capture** groups should seamlessly flow into the **Sustain Change** groups.
 - b. Have group leaders hand out a Faith & Life Objectives card to any man who might have lost it.
2. **Help men and couples that aren't in the follow-up groups participate in the challenge.**
 - a. Continue to implement the Disciple Every Man 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.
 - c. This is a great time to give men and couples an opportunity to put what they're learning into action by implementing the "Hands" activity you chose.

3. **Distribute the post-challenge Assessment.**
 - a. Visit www.journeytobiblicalmanhood.org and download the standard post-challenge Assessment for Challenge 3. 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*.

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 3. The last thing for them to do will be to help plan and execute the Celebration. This should be a **short, fun gathering** for people to come together and celebrate.

1. **Assess 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 study groups and a separate one for those who did not.**
 - c. Share the results with the church leaders and senior pastor.
2. **Plan the celebration gathering.**
 - a. **Decide whether you'll do one celebration for all the adults in the church or separate celebrations based on group type:**

 - b. Ask the leaders of the groups for the names of some men and couples who they think have particularly benefitted from the challenge.
 - c. Ask those people to share their story with you or another team member—either by email, on a web cam, or in person.

- d. Invite a few of them to share their stories at the celebration(s).
 - e. In order to emphasize the all-inclusive nature of the challenge, aim to find one couple and one man to share at the celebration(s) that was impacted but didn't participate in the groups.
 - f. Share all testimonies with the church leaders and senior pastor.
 - g. Review celebration "hardware" ideas on www.journeytobiblicalmanhood.org. If you choose to give out coins, wristbands, or something similar, order them with plenty of time for arrival. Consider printing certificates for engaged couples who completed their study, if applicable.
 - h. Plan to include humor or competition as part of the celebration(s).
 - i. Choose a date and time for the gathering(s), with approval from your pastor, who should plan to attend:
Date: _____ Time: _____
 - j. Reserve a room or venue, as needed: _____. Be sure to arrange childcare.
 - k. If doing a meal, finalize the menu. Set the agenda, including testimony, any music, entertainment, etc.
 - l. Invite people to attend (ALL the adults in the church, if applicable)!
3. **Celebrate!**
- a. Have men and couples 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. If you ordered any celebration giveaways, such as tokens or wristbands, pass them out to all the men.
 - e. Unveil the next challenge and the next **Create** event.
 - f. Ask men, "Who's missing?" and encourage them to invite others to the event from outside the church.
 - g. Give men an opportunity to sign up for the next **Create** event before they leave.
 - h. Also, recruit additional men for the leadership team for the next challenge.

STRAIGHTFORWARD PLAN—PROJECT PLAN CHECKLIST

Challenge 4— FATHER THE HEARTS OF OUR CHILDREN/GRANDCHILDREN

The timeline below is a guideline; feel free to adjust or shorten as needed.

✓	Stride	Weeks Before/ After Kickoff	Plan for the Challenge, Cast the Vision, Include ALL Your Men, Deliver Content, Celebrate	Who?	By When?
		-16	Recruit new leaders for this challenge, using Process One in the Helpful Tools section of this notebook.		
		-14	Choose Fri. night/Sat. morning OR Sat. format for <i>Dads That Make a Difference</i> : _____.		
		-14	Choose whether to use MIM speaker or your own: _____.		
		-13	Choose date(s) for <i>Dads That Make a Difference</i> event: _____. If using MIM speaker, call MIM at 800-929-2536 to discuss date/speaker.		
		-13	Send in completed seminar contract and Scheduling Fee.		
		-13	Decide whether or not to establish a mentoring program for the youth without father figures.		
		-11	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>Dads That Make a Difference</i> and add to church calendar and website. Read Manual that comes with seminar kit from MIM.		
		-11	Finalize leadership team for Challenge 4.		
		-10	If establishing a youth mentoring program, begin researching and preparing.		
		-10	Finalize the event promo plan, using guide in the Manual that came with the seminar kit.		
		-9	Get the pastor's sign-off on the F&LO card and pre-Assessment. Print one for <i>every</i> man.		
		-9	Create distribution plan for the F&LO cards and Assessments.		
		-9	Begin studying the book <i>No Man Left Behind</i> with the event team, if not done in previous challenge.		
		-9	Determine your Disciple Every Man and "Hands" activities, using checklists provided.		
		-8	Begin promoting <i>Dads That Make a Difference</i> , using your plan and the seminar kit Manual.		
		-8	Start asking men to lead the Capture groups (4-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 4. Show the promo video. Build excitement!		
		-4	Gauge interest in mentoring/being mentored among your men. See Disciple Every Man ideas in this section.		
		-4	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.		
		-1	Hold meeting for men interested in mentoring/being mentored. Invite them to the four-week video study.		
		0	Kick off Challenge 4 with the <i>Dads That Make a Difference</i> event.		

✓	Stride	Weeks Before/ After Kickoff	Plan for the Challenge, Cast the Vision, Include ALL Your Men, Deliver Content, Celebrate	Who?	By When?
		0	Connect men directly into follow-up groups BEFORE they leave the event.		
		1	Invite ALL men to join the Capture groups.		
		1	Follow-up groups meet for the first time; fathering groups use the Life Plan and mentoring groups use the video Bible study. Group leaders should distribute F&LO cards and collect Assessments as needed.		
		2	Plug men who aren't directly participating into other small groups and ongoing ministries. Use Disciple Every Man suggestions.		
		2	Order the <i>Dad in the Mirror</i> books and <i>Iron Sharpens Iron</i> for Sustain groups.		
		3	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.		
		3	Announce Sustain step in existing groups and church-wide. Re-communicate the F&LOs.		
		4	Have guys agree to continue Sustain study the following week and give new guys an opportunity to get into groups. Reform groups as needed.		
		5	Begin studying <i>Dad in the Mirror</i> or <i>Iron Sharpens Iron</i> , depending on group type.		
		6	Help men outside of the groups stay engaged in the challenge, using Disciple Every Man ideas.		
		7-14	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.		
		13	Download post-challenge Assessment form. Modify as needed and have the pastor approve. Print one for every man in the church.		
		13-16	<i>Iron Sharpens Iron</i> has 8 chapters for mentors and 10 for mentees. Use the extra 2-4 weeks to help men form mentoring relationships.		
		14	Choose date/time for the celebration cookout: _____. Invite pastor and leaders.		
		16	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.		
		16	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.		
		17	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.		
		17	Ask men who led groups for names of men who particularly benefitted from Challenge 4.		
		17	Meet with team. Finalize menu and agenda. Be creative! Incorporate humor, testimony, and activities for any young children.		
		17	Announce the cookout and invite ALL the men and their children (and mentored youth, if applicable).		
		18	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.		
		19	Celebrate with your men at the cookout! Announce the results of the Assessment, remind them of their F&LOs, pray together, share testimonies, and enjoy!		
		19	Announce Challenge 5! Ask men to consider, "Who's missing?" and invite others on The Journey from outside the church.		

STRAIGHTFORWARD PLAN

Challenge 4— FATHER THE HEARTS OF OUR CHILDREN/GRANDCHILDREN

This challenge in the Journey to Biblical Manhood helps your men understand the importance of fathering and mentoring effectively—both practically and spiritually. The Straightforward Plan option makes the Plan portion of the challenge simple—most of the planning is already done for you!

You may have an existing group, class, or other opportunity that would work well to **Capture Momentum** and/or **Sustain Change**. **Feel free to use that**; just be sure to apply the principles in this section.

The **Deliver Content** resources for the Straightforward Plan version of Challenge 4 are:

- **Create Value** event:
 - Host the *Dads That Make a Difference* seminar, Man in the Mirror (six-hour event, 1- or 2-day format).
- **Capture Momentum** small group resource:
 - Fathers'/Grandfathers' groups: *Dads That Make a Difference Life Plan* workbook, Man in the Mirror (4 weeks)
 - Mentoring groups: *What Happens When Men Mentor Men* video Bible Study by Patrick Morley, Man in the Mirror (4 video sessions)
- **Sustain Change** curriculum:
 - Fathers'/Grandfathers' groups: *Dad in the Mirror* book by David Delk, Man in the Mirror (12 chapters)
 - Mentoring groups: *As Iron Sharpens Iron* book by Howard Hendricks, Moody (8 chapters for mentors/10 chapters for mentees)
- **Celebrate** gathering:
 - Hold a cookout and have men bring their children and grandchildren. (If doing a youth mentoring program, include them, too.) Provide activities for the young kids and team-building exercises for the older boys/adolescents. Ask a couple of men to share their testimonies, representing the mentoring and fathering groups.

PLAN FOR THE CHALLENGE

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 4? 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 *Dads That Make a Difference*? (*circle one*)

Friday night/Saturday morning

All-day Saturday

- Will you establish a mentoring program for youth in the church without active fathers or will you focus just on men mentoring men? (*circle all that apply*)

Men mentoring men

Men mentoring youth

1. **Recruit new leaders to help with this challenge.**

- 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.
- In the Helpful Tools section of this notebook, complete the Leadership Audit and Recruiting Worksheet with your current team.
- Using the Recruiting Worksheet as your guide, invite these new guys to join your team for Challenge 4. Share your vision with them for the kick-off event and challenge as a whole.
- 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.

2. **Decide whether or not to offer a youth mentoring program.**

- If your church would like to connect mentors with youth in the church who don't have an active father figure, begin researching and preparing.
- Find out what resources are available in the community.
- Do any nearby churches have a mentoring program? Ask to meet with their leaders.

CAST THE VISION

Once you have decided on the above, you are ready to cast vision and to assess the men in your church in the areas related to this challenge.

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

- a. What do you hope to accomplish in the heads, hearts, and habits (hands) of the men in the church?
- b. Download the template for the Faith & Life Objectives (F&LO) for Challenge 4 from the website www.journeytobiblicalmanhood.org. Review it with your team. Adjust as needed. Note that you'll want an objective for "Head," one for "Heart," and one for "Hands."
- c. Give the F&LO card to your senior pastor for approval.
- d. Print them on **business cards**, either through a commercial printing company or on your own. If you print them on your own, use 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.**
- e. 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: _____

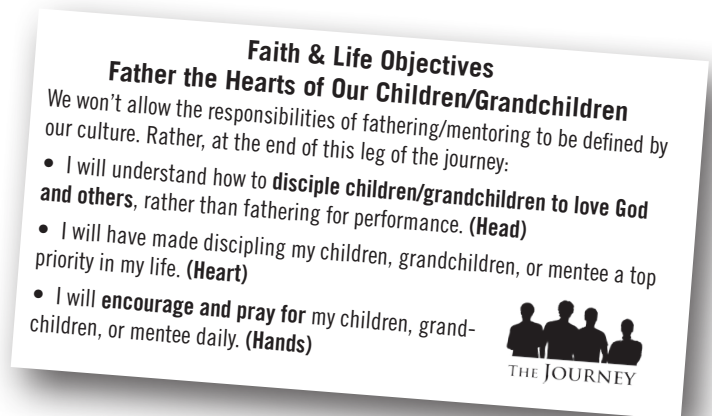
Where: _____

When: _____

How: _____

2. Develop your Assessment.

- a. Where are your men starting from in the areas of this challenge?
- b. Visit www.journeytobiblicalmanhood.org and download the standard Assessment for Challenge 4. 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. **Download the promo video for this challenge from the website for use in the weekly worship service, Sunday school classes, etc. This will help you cast vision for the challenge.**
4. **Distribute the Faith & Life Objectives and the Assessment.**
- a. Approximately three or four 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.

INCLUDE ALL YOUR MEN

1. **Determine the Disciple Every Man activities.**
 - 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 discipling every man through this challenge—even those who aren’t going to participate in the **Create-Capture-Sustain** portions. We also provide communication templates on our website for involving other leaders. Review them and see how they might fit into your plans.

DISCIPLE EVERY MAN

- Give guys who aren’t participating in group studies the chance to be involved through individual study. Post a link on the church website or email a link to the online Man in the Mirror 12-part video series, *Twelve Tasks of an Effective Father*. You may instead choose to send out one or two videos from the series by themselves. Another video option is *Children: How to Avoid Regrets* from the *Man in the Mirror REMIX* series. Either of the studies can be watched for FREE by streaming or downloading from the website.
- Challenge men who would like to be mentored—or to mentor—to enter into one-on-one mentoring relationships. Consider holding an information session at the church, or a casual lunch, where you help men pair up at the end, as desired. You may want to show clips from the Bible Study video series, *What Happens When Men Mentor Men*. In preparation for this meeting, send out the article by email, “Do You Want a Mentor?” and/or “Mentoring Younger Men.” Focus on the call to action at the end of each article.
- Email or print out the series of articles (one at a time) for all the fathers/stepfathers in the church: “Ten Ways to Really Love a Child,” “How to Parent Adult Children,” “Understanding Your Child’s Heart,” and “Fathering the Heart.”
- Invite your men to sign up for the “Play of the Day” daily email from All Pro Dads. Men can sign up to receive these fathering tips at www.allprodad.com.
- Email your men a link to the audio series *Family Shepherds* by Voddie Baucham, Jr. on www.FamilyLife.com for helpful tips on everything from leading your family to how to discipline your children.

(Links to all of the above videos and articles can be found under Challenge 4 at www.journeytobiblicalmanhood.org.)

- 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 Disciple Every Man activities you've chosen (two or three).

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

2. Choose two or three “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 man with children to start a family devotion—at least once per week. Print out or email the article, “How to Lead a Family Devotion.” Or create your own how-to!
- Ask every father/grandfather to write a letter about the faith lessons he’s learned, and then give it to his children/grandchildren. Ask men without children to write a letter to someone who has impacted his life as a mentor and thank him.
- Throw a field day for all the children in the church without dads in their lives; encourage people to invite others from outside the church, too. Ask the men in the church to be team leaders, game referees, activity planners, etc. You may also want to do or give something special to the single moms dropping their children off.
- Consider starting a mentor program for youth in your church without a father figure in their lives. Much goes into starting a program like this, but it is often life-changing for both the men and the youth. There are several resources that can help you start a mentoring program; one is Christian Association of Youth Mentoring (www.caym.org). If you don’t want to start a program at the church, help plug interested men and teenagers into a local YMCA or Big Brothers/Big Sisters program.
- Hold a father/daughter dance at the church. Make it a fancy evening and have fathers/stepfathers give formal invitations to their daughters/stepdaughters. Include dinner and fun activities.
- Hold a father/son campout or adventure trip and plan games and team-building exercises.
- Include the women in the church! Have a church-wide competition, where wives nominate their husbands for “Favorite Dad” or “Favorite Grandpa” by submitting funny pictures and stories. Keep it light, showing silly pictures on the screen before weekend services or printing the stories in a special issue of the bulletin.
- Challenge the grandparents to throw a “Spoil You Rotten” weekend with grandchildren. It works like this: invite each grandchild over individually for a weekend or overnight visit. Give them special attention that includes their favorite activities, favorite foods, etc. This special time can be used to pass on spiritual lessons, too.

- 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 Helpful Tools 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.

DELIVER CONTENT: CREATE VALUE

The **Create Value** step for the Straightforward Plan of Challenge 4 is Man in the Mirror's *Dads That Make a Difference* 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 give men encouragement and practical insights to help them father effectively. Sessions for this event include: What IS Fathering Anyway?, Providing Protection, Establishing Identity, and Building Confidence. This event is designed with the unbeliever and Cultural Christian in mind, as well as mature Christians; it is meant to be an outreach event.

1. **Schedule *Dads That Make a Difference* 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 Process Three of the Helpful Tools 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 Process Four.) 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 the Capture step for the fathering/grandfathering groups.**
- a. The **Capture** step for *Dads That Make a Difference* is a four-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. Use the Life Plan for the fathering/grandfathering groups.
 - b. Make an educated estimate for the 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 four-week follow-up group. For *Dads That Make a Difference*, the Life Plan includes the 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 Process Five in the Helpful Tools section of this notebook.
4. **Plan and prepare for the Capture step for the mentoring groups.**
- a. Announce a short information meeting after weekend services open to any man interested in becoming a mentor or mentee.
 - b. See the Disciple Every Man section for details, including articles you can email to men to build interest before the meeting.
 - c. At the meeting, invite men to be a part of the four-week video study, *What Happens When Men Mentor Men*. This will be the **Capture** step for the mentoring groups.
5. **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 Process Six).
 - f. Help men form small groups at the end of the event—**BEFORE they leave**.
 - g. **Consider grouping men together in the context of their current role:** expecting and new dads, stepdads, single dads, dads of teenagers, dads of adult children, grandfathers, etc.

DELIVER CONTENT: CAPTURE MOMENTUM

The **Capture Momentum** step for the Straightforward Plan of Challenge 4 is Man in the Mirror's *Dads That Make a Difference Life Plan* for fathering/grandfathering groups, and the video Bible study, *What Happens When Men Mentor Men*, for mentoring groups. These are both four-week studies for men to do in small groups. The Life Plans for the former 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 four-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.** Have extra Life Plans on hand for late joiners to the fathering/grandfathering groups.
 - 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 who don't join the men's-only groups participate in the challenge.**
 - a. Implement the Disciple Every Man suggestions found in this section of the notebook that are specific to this challenge, as desired.
 - 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 four-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. Order *Dad in the Mirror* books for fathering/grandfathering groups. (Note: *Dad in the Mirror* is available in the Books! by the Box program for about a dollar per book. This offer is limited and not guaranteed.)
 - b. Order *Iron Sharpens Iron* books for mentoring groups.
 - c. Ask all existing **Capture** group leaders if they'd like to continue leading a group for the next study. Replace and recruit as needed.
 - d. In Week 3 of the follow-up groups, announce the **Sustain** step—in both the small groups and church-wide.
 - e. If possible, send an email to all the men in the church and invite them to join in the *Dad in the Mirror* or *Iron Sharpens Iron* study. Re-communicate the Faith & Life Objectives.
 - f. In Week 4 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.

DELIVER CONTENT: SUSTAIN CHANGE

The **Sustain Change** step for the Straightforward Plan of Challenge 4 is *Dad in the Mirror/Iron Sharpens Iron* for 12 weeks.

1. **Begin the Sustain Change study groups.**
 - a. The **Sustain Change** group 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 book 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 who don't join the men's-only groups participate in the challenge.**
 - a. Continue to implement the Disciple Every Man 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.
 - c. This is a great time to give men and couples an opportunity to put what they're learning into action by implementing the "Hands" activity you chose.
3. **Help men form mentoring relationships.**
 - a. *Iron Sharpens Iron* has 8 chapters for mentors and 10 for mentees. While the other groups are studying *Dad in the Mirror* for 12 weeks, use the extra 2–4 weeks at the end to help men enter one-on-one mentoring relationships.
 - b. By this time in the group study, some men will have connected with one person more than another. For these people, let the mentoring relationships form naturally. For others, help them pair up based on spiritual maturity, personality, and goals for the relationship.
4. **Distribute the post-challenge Assessment.**
 - a. Visit www.journeytobiblicalmanhood.org and download the standard post-challenge Assessment for Challenge 4. 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*.

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 4. The last thing for them to do will be to help plan and execute the Celebration. The recommended celebration gathering is a **celebration cookout**.

1. **Assess 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 cookout.**

- 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—from both the mentoring groups and the fathering/grandfathering groups.
- 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 cookout.
- d. In order to emphasize the all-inclusive nature of the challenge, aim to find one man to share at the meal 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.journeytobiblicalmanhood.org. 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, as well as activities for any young children that will be there. You may also want to include fun team-building exercises for older children and their dads/grandpas/mentors.
- h. Choose a date and time for the cookout, with approval from your pastor, who should plan to attend:

Date: _____ Time: _____

- i. Reserve space for the cookout.
 - j. Decide on the menu and who will bring and do what. Be creative! Have the male teenagers in the church help serve the sides or have the leadership team grill.
 - k. Invite **all** the men in the church to attend with their children, grandchildren, and mentees (if applicable).
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. If you ordered any celebration giveaways, such as tokens or wristbands, pass them out to all the men.
 - e. Unveil the next challenge and the next **Create** event.
 - f. Ask men, "Who's missing?" and encourage them to invite others to the event from outside the church.
 - g. Give men an opportunity to sign up for the **Create** event before they leave the cookout.
 - h. Also, recruit additional men for the leadership team for the next challenge.

FLEXIBLE PLAN—PROJECT PLAN CHECKLIST

Challenge 4— FATHER THE HEARTS OF OUR CHILDREN/GRANDCHILDREN

The timeline below is a guideline; feel free to adjust or shorten as needed.

✓	Stride	Weeks Before/ After Kickoff	Plan for the Challenge, Cast the Vision, Include ALL Your Men, Deliver Content, Celebrate	Who?	By When?
		-16	Recruit new leaders for this challenge, using Process One in the Helpful Tools section of this notebook.		
		-14	Choose Create event type: _____.		
		-13	Choose date(s) and times for event: _____ at _____. Reserve room.		
		-13	Decide whether or not to establish a mentoring program for the youth without father figures.		
		-13	Decide what resource to use for the short Capture groups on fathering/grandfathering: _____. Decide what resource to use for the short Capture groups on mentoring: _____.		
		-13	Decide what curricula to use for the longer Sustain groups, and how many weeks to commit to the study: Fathering: _____ wks. Grandfathering: _____ wks Mentoring: _____ wks.		
		-12	Download Faith & Life Objectives (F&LO) card and pre-challenge Assessment form from website and modify as needed with team.		
		-11	Finalize leadership team for Challenge 4.		
		-10	If establishing a youth mentoring program, begin researching and preparing.		
		-10	Finalize event promo plan, using the template in the Helpful Tools section. Add event to church calendar.		
		-9	Get the pastor's sign-off on the F&LO card and pre Assessment. Print one for <i>every</i> man.		
		-9	Create distribution plan for the F&LO cards and Assessment.		
		-9	Begin studying the book <i>No Man Left Behind</i> with the event team, if not done during previous challenge.		
		-9	Determine your Disciple Every Man and "Hands" activities, using checklists provided.		
		-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 4. Show the promo video. Build excitement!		
		-4	Gauge interest in mentoring/being mentored among your men. See Disciple Every Man ideas in this section.		
		-4	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 the event and/or meeting but want to join groups.		
		-2	Continue distributing cards and distributing/collecting Assessments.		
		-1	Hold meeting for men interested in mentoring/being mentored. Invite them to the Capture study.		
		0	Kick off Challenge 4 with the event.		

✓	Stride	Weeks Before/ After Kickoff	Plan for the Challenge, Cast the Vision, Include ALL Your Men, Deliver Content, Celebrate	Who?	By When?
		0	Connect men directly into follow-up groups BEFORE they leave the event.		
		1	Invite ALL men to join the follow-up groups. (This project plan is based on 4 weeks of study.)		
		1	Follow-up groups meet for the first time, using the resources of your choice—one for mentoring groups and one for fathering/grandfathering. Group leaders should distribute F&LO cards and collect Assessments as needed.		
		2	Plug men who aren't directly participating into other small groups and ongoing ministries. Use Disciple Every Man suggestions.		
		2	Order your materials for Sustain groups.		
		3	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.		
		3	Announce Sustain step in existing groups <i>and</i> church-wide. Re-communicate the F&LOs.		
		4	Have guys agree to continue Sustain study the following week and give new guys an opportunity to get into groups. Reform groups as needed. (You may want to separate fathers and grandfathers into different groups, based on resource choice.)		
		5	Begin studying Sustain curriculum. (This project plan is based on 12 weeks of study.)		
		6	Help men outside of the groups stay engaged in the challenge, using Disciple Every Man ideas.		
		7-14	Give men an opportunity to put what they're learning into action, using a "Hands" suggestion from the checklist. Advertise church-wide to ALL the men in the church.		
		13	Download post-challenge Assessment form. Modify as needed and have the pastor approve. Print one for every man in the church.		
		13-16	Help men in mentoring groups form one-on-one mentoring relationships.		
		14	Choose date/time for celebration gathering: _____. Invite pastor and leaders.		
		16	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.		
		16	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.		
		16	Reserve room/location for celebration gathering: _____.		
		17	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.		
		17	Ask men who led groups for names of guys who particularly benefitted from Challenge 4.		
		17	Finalize the celebration agenda. Be creative! Incorporate humor, competition, testimony, etc.		
		17	Announce the men's celebration and invite ALL the men in the church (and their families, if applicable).		
		18	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.		
		19	Celebrate with your men! Announce the results of the Assessment, remind them of their F&LOs, pray together, share testimonies, and enjoy!		
		19	Announce Challenge 5! Ask men to consider, "Who's missing?" and invite others on The Journey from outside the church.		

FLEXIBLE PLAN

Challenge 4— FATHER THE HEARTS OF OUR CHILDREN/GRANDCHILDREN

This challenge in the Journey to Biblical Manhood helps your men understand the importance of fathering and mentoring effectively—both practically and spiritually.

The Flexible Plan 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. Because you'll have different resources being used in this challenge for certain groups, we recommend either choosing resources of similar lengths or creating chapter plans to keep all groups ending around the same time.

***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.

You may have an existing group, class, or other opportunity that would work well to **Capture Momentum** and/or **Sustain Change**. **Feel free to use that;** just be sure to apply the principles in this section.

The suggested **Deliver Content** resources for the Flexible Plan version of Challenge 4 are:

- **Create Value** event:

- Host the *Dads That Make a Difference* seminar, Man in the Mirror (six-hour event, 1- or 2-day format).
- Host a movie night at the church and show the movie *Courageous*; be sure to purchase an Authorized Public Exhibition License. (Link to purchase license can be found on the JBM website.)
- Host *The Six Basics of Being a Great Dad* seminar, Great Dads (four-hour event).
- Host a cookout for fathers/grandfathers and their children. Incorporate testimony and a funny skit. (Visit www.skitguys.com for scripts and search “fathers.”) If you plan to pair up fatherless youth with mentors, include them as well.
- Host/Attend a *Better Dads* workshop or seminar by Rick Johnson, Better Dads (see workshop options at www.betterdads.net).

- **Capture Momentum** small group resource for Fathers'/Grandfathers' groups:

- *Dads That Make a Difference Life Plan* workbook, Man in the Mirror (4 weeks)
- *Family and the Man in the Mirror* CD series by Patrick Morley, Man in the Mirror (3 sessions)
- *The 21-Day Dad's Challenge* by Carey Casey, Tyndale House (3 weeks of daily readings and questions)
- *The 7 Secrets of Effective Fathers* book/CD series by Ken R. Canfield, Tyndale House (10 short chapters)

- **Capture Momentum** small group resource for Mentoring groups:
 - *Hungry Souls, Holy Companions* book by Patricia Hendricks, Morehouse (6 chapters; this book is for mentors of youth)
 - *What Happens When Men Mentor Men* video Bible Study by Patrick Morley, Man in the Mirror (4 video sessions)

- **Sustain Change** curriculum for Fathers' groups:
 - *Dad in the Mirror* book by David Delk, Man in the Mirror (12 chapters)
 - *Championship Fathering* book by Carey Casey, Focus (11 chapters)
 - *Raising a Modern Day Knight* book by Robert Lewis, Tyndale House (14 chapters; pertains specifically to raising boys/young men)
 - *12 Tasks of Effective Fathers* CD series by Patrick Morley, Man in the Mirror (12 sessions)
 - *Family Driven Faith* book by Voddie Baucham Jr., Crossway (10 chapters)
 - *How to Really Love Your Child* book by D. Ross Campbell, David C. Cook (13 chapters)
 - *The Smart Stepdad* book by Ron L. Deal, Bethany House (15 chapters, pertains to stepfathers)
- **Sustain Change** curriculum for Grandfathers' groups:
 - *The Power of a Godly Grandparent* book by Stephen and Janet Bly, Beacon Hill (14 chapters)
 - *Leaving a Lasting Legacy: For Grandfathers* book by Ken Canfield, National Center for Fathering (12 short chapters)
- **Sustain Change** curriculum for Mentoring groups:
 - *As Iron Sharpens Iron* book by Howard Hendricks, Moody (8 chapters for mentors/10 chapters for mentees)
 - *Mentor Like Jesus* book by Regi Campbell, B&H Books (11 chapters)
 - *The Mentor Leader* book by Tony Dungy, Tyndale House (9 chapters)

- **Celebrate** gathering:
 - Hold a cookout and have men bring their children and grandchildren (and fatherless youth if doing a youth mentoring program). Provide activities for the young kids and team-building exercises for the older boys/adolescents. Ask a few men to share their testimonies, representing the mentoring and fathering groups.
 - Host a churchwide afternoon picnic; include families (and fatherless youth, if doing a youth mentoring program). Ask a few men to share their testimonies, representing the mentoring and fathering groups.
 - Have an evening celebration service at the church—either with just the men or with families. Include worship and ask a few men to share their testimonies, representing the mentoring and fathering groups.

PLAN FOR THE CHALLENGE

First, choose your resources:

- What type of event will you use to kick off Challenge 4? 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) _____

- Will you establish a mentoring program for youth in the church without active fathers or will you focus just on men mentoring men? (*circle all that apply*)

Men mentoring men

Men mentoring youth

- What resource will you use in your **Capture Momentum** follow-up groups?

Fathering/Grandfathering: _____ for _____ weeks

Mentoring: _____ for _____ weeks

- What curricula will you use in your **Sustain Change** groups?

Fathering: _____ for _____ weeks

Grandfathering: _____ for _____ weeks

Mentoring: _____ for _____ weeks

Other (Stepfathers, etc.): _____ for _____ weeks

1. Recruit new leaders to help with this challenge.

- 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.
- In the Helpful Tools section of this notebook, complete the Leadership Audit and Recruiting Worksheet with your current team.
- Using the Recruiting Worksheet as your guide, invite these new guys to join your team for Challenge 4. Share your vision with them for the kick-off event and challenge as a whole.
- 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.

2. **Decide whether or not to offer a youth mentoring program.**
 - a. If your church would like to connect mentors with youth in the church who don't have an active father figure, begin researching and preparing.
 - b. Find out what resources are available in the community.
 - c. Do any nearby churches have a mentoring program? Ask to meet with their leaders.

CAST THE VISION

Once you have decided on the above, you are ready to cast vision and to assess the men in your church in the areas related to this challenge.

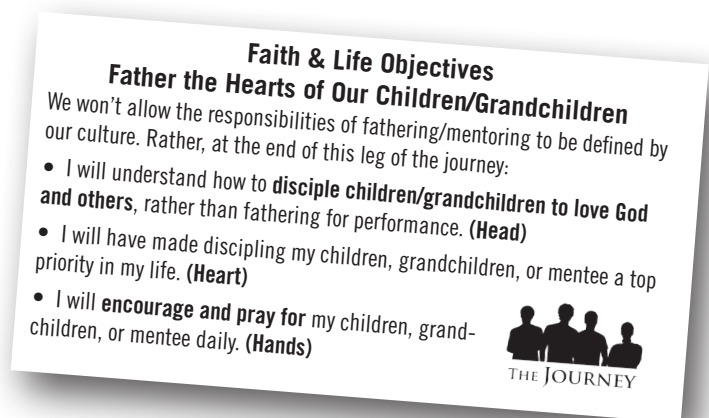
1. **Determine the Faith & Life Objectives for this challenge.**
 - a. What do you hope to accomplish in the heads, hearts, and habits (hands) of the men in the church?
 - b. Download the template for the Faith & Life Objectives (F&LO) for Challenge 4 from the website www.journeytobiblicalmanhood.org. Review it with your team. Adjust as needed. Note that you'll want an objective for "Head," one for "Heart," and one for "Hands."
 - c. Give the F&LO card to your senior pastor for approval.
 - d. Print them on **business cards**, either through a commercial printing company or on your own. If you print them on your own, use 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.**
 - e. 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.journeytobiblicalmanhood.org and download the standard Assessment for Challenge 4. 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 pre-Assessment before the Faith & Life Objectives card so men can answer before they see your goals for the challenge.

3. Download the promo video for this challenge from the website for use in the weekly worship service, Sunday school classes, etc. This will help you cast vision for the challenge.**4. Distribute the Faith & Life Objectives and the Assessment.**

- a. Approximately three or four weeks before the kick-off event, using the plan agreed upon by the team, distribute the pre-Assessment forms 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.

INCLUDE ALL YOUR MEN

1. **Determine the Disciple Every Man activities.**
 - a. Inevitably, there will be men who cannot or do not actively engage in the “men’s-only” portion 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 discipling every man through this challenge—even those who aren’t going to participate in the **Create-Capture-Sustain** portions. We also provide communication templates on our website for involving other leaders. Review them and see how they might fit into your plans.

DISCIPLE EVERY MAN

- Give guys who aren’t participating in group studies the chance to be involved through individual study. Post a link on the church website or email a link to the online Man in the Mirror 12-part video series, *Twelve Tasks of an Effective Father*. You may also choose to send out one or two videos from the series on their own. Another video option is *Children: How to Avoid Regrets* from the *Man in the Mirror REMIX* series. Either of the studies can be watched for FREE by streaming or downloading from the website.
- Challenge men who would like to be mentored—or to mentor—to enter into one-on-one mentoring relationships. Consider holding an information session at the church, or a casual lunch, where you help men pair up at the end, as desired. You may want to show clips from the Bible Study video series, *What Happens When Men Mentor Men*. In preparation for this meeting, send out the article by email, “Do You Want a Mentor?” and/or “Mentoring Younger Men.” Focus on the call to action at the end of each article.
- Email or print out the series of articles (one at a time) for all the fathers/stepfathers in the church: “Ten Ways to Really Love a Child,” “How to Parent Adult Children,” “Understanding Your Child’s Heart,” and “Fathering the Heart.”
- Invite your men to sign up for the “Play of the Day” daily email from All Pro Dads. Men can sign up to receive these fathering tips at www.allprodad.com.
- Email your men a link to the audio series *Family Shepherds* by Voddie Baucham, Jr. on www.FamilyLife.com for helpful tips on everything from leading your family to how to discipline your children.

(Links to all of the above videos and articles can be found under Challenge 4 at www.journeytobiblicalmanhood.org.)

- 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 Disciple Every Man activities you've chosen (two or three).

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

Disciple Every Man activity: _____

Who else do we need to involve from other ministries in the church for permission or help? _____

Who on our team will provide leadership to this effort? _____

2. **Choose two or three “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 man with children to start a family devotion—at least once per week. Print out or email the article “How to Lead a Family Devotion.” Or create your own how-to!
- Ask every father/grandfather to write a letter about the faith lessons he's learned, and then give it to his children/grandchildren. Ask men without children to write a letter to someone who has impacted his life as a mentor and thank him.
- Throw a field day for all the children in the church without dads in their lives; encourage people to invite others from outside the church, too. Ask the men in the church to be team leaders, game referees, activity planners, etc. You may also want to do or give something special to the single moms dropping their children off.
- Consider starting a mentor program for youth in your church without a father figure in their lives. Much goes into starting a program like this, but it is often life-changing for both the men and the youth. There are several resources that can help you start a mentoring program; one is Christian Association of Youth Mentoring (www.caym.org). If you don't want to start a program at the church, help plug interested men and teenagers into a local YMCA or Big Brothers/Big Sisters program.
- Hold a father/daughter dance at the church. Make it a fancy evening and have fathers/stepfathers give formal invitations to their daughters/stepdaughters. Include dinner and fun activities.
- Hold a father/son campout or adventure trip and plan games and team-building exercises.
- Include the women in the church! Have a church-wide competition, where wives nominate their husbands for “Favorite Dad” or “Favorite Grandpa” by submitting funny pictures and stories. Keep it light, showing silly pictures on the screen before weekend services or printing the stories in a special issue of the bulletin.
- Challenge the grandparents to throw a “Spoil You Rotten” weekend with grandchildren. It works like this: invite each grandchild over individually for a weekend or overnight visit. Give them special attention that includes their favorite activities, favorite foods, etc. This special time can be used to pass on spiritual lessons, too.

- 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 Helpful Tools 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.

DELIVER CONTENT: CREATE VALUE

Once you've chosen the event for this challenge, it's time to begin planning and promoting. If doing your own event, aim to incorporate some of the essential principles behind your Faith & Life Objectives. If you're doing an outside event, be sure to FIRST confirm all details and secure any speaker, dates, or deposits required. Either way, plan to make it an outreach event!

1. **Schedule event.**

- a. Confirm your event date with the leadership team and senior pastor.
- b. If doing a Man in the Mirror seminar, call a Ministry Consultant and schedule. **Ask about the JBM discount.** If doing another outside event, confirm details and scheduling requirements.
- c. From your leadership team for this challenge, appoint someone to be in the following primary event roles, if applicable:
 Event Director: _____
 Promotions: _____
 Registration: _____
 Follow-Up Groups: _____
- d. Set up weekly meetings with your event planning team to study *No Man Left Behind*. Order the books or go through the video-based No Man Left Behind Courseware.
- e. If doing your own event, decide how much you will charge. 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.
 \$_____ per man
- f. Using the guide in Process Three in the Helpful Tools section of this notebook, choose the location for your event and make sure you have technical and room requirements met.

2. **Invite men to the event.**

- a. **Customize the promotions plan** found in Process Four of the Helpful Tools section near the front of this notebook. Follow it.
- 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 flyers, posters, bulletin inserts, etc.

- d. Work closely with other ministries, groups, and leaders in your church to involve everyone in the invitation process. (See Promotions Plan in Process Four.) 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 for the fathering/grandfathering groups.**
 - a. Make an educated estimate for the 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. Remember, you'll need these men in place before the event; men will commit to short-term follow-up groups BEFORE they leave the event.
 - b. With your event team, make a list of men you'd like to ask to be follow-up group facilitators. Plan to provide each facilitator with a content guide and pre-determined discussion questions, if not included in the resource you've chosen to use.
 - c. Invite them to lead a short follow-up group (**aim for a 4- to 8-week study**). Emphasize that facilitating a group should be easy and just requires a willing man.
 - d. For more instruction on choosing and preparing group leaders, see Process Five in the Helpful Tools section of this notebook.
 - e. Order the resource you've chosen to use—be sure to have enough for not only the men that attend the event, but for men who couldn't attend the event—**you want to invite ALL men in the church to join the groups.**
 4. **Plan and prepare for the Capture step for the mentoring groups.**
 - a. Announce a short information meeting after weekend services open to any man interested in becoming a mentor or mentee.
 - b. See the Disciple Every Man section for details, including articles you can email to men to build interest before the meeting.
 - c. At the meeting, invite men to be a part of a short group study. This will be the **Capture** step for the mentoring groups, using the resource you've chosen. Be sure to order enough materials.

5. **Kick off the challenge with your event!**
 - a. Make sure your speaker(s) is prepared and equipped to be successful. Test audio and visual equipment, room temperature, etc.
 - b. Have your leaders in attendance and make sure every man feels welcome!
 - c. Be attentive to men sitting alone or men who are new to the church.
 - d. If your event will have 100+ men, signs should be hung up around the room with follow-up group locations, days, and times (see Process Six).
 - e. Help men form follow-up groups at the end of the event—**BEFORE they leave**. Follow the guidelines in Process Six.
 - f. **Consider grouping men together in the context of their current role:** expecting and new dads, stepdads, single dads, dads of teenagers, dads of adult children, grandfathers, etc.

DELIVER CONTENT: CAPTURE MOMENTUM

The **Capture Momentum** follow-up group resource for this challenge should be a short-term study (four to eight weeks), and be attractive to men who have never been in a small group. Make sure to order enough copies—open the groups to ALL the men in the church, not just the ones who attended the event or mentoring meeting.

1. **Begin follow-up 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 or meeting on mentoring.** Have extra resources 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 who don't join the men's-only groups participate in the challenge.**
 - a. Implement the Disciple Every Man suggestions found in this section of the notebook that are specific to this challenge, as desired.

- 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 follow-up study, plug as many men as possible who aren't participating in groups into other ongoing ministries in the church.
3. **Prepare for the Sustain step.**
- a. Order your curriculum for the **Sustain** groups—for fathering, grandfathering, and mentoring groups.
 - b. Decide how long these groups will last, and how chapters should be split up or removed from certain studies if needed.
 - c. Ask all existing **Capture** group leaders if they'd like to continue leading a group for the next study. Replace and recruit as needed.
 - d. In the second-to-last week of the follow-up groups, announce the **Sustain** step—in both the small groups and church-wide.
 - e. If possible, send an email to all the men in the church and invite them to join in the study. Re-communicate the Faith & Life Objectives.
 - f. In the final week 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.

DELIVER CONTENT: SUSTAIN CHANGE

The **Sustain Change** step for Challenge 4 should be a longer, more in-depth study than the **Capture** group resource.

- 1. **Begin Sustain 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 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 who don't join the men's-only groups participate in the challenge.**
 - a. Continue to implement the Disciple Every Man 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.
 - c. This is a great time to give men and couples an opportunity to put what they're learning into action by implementing the "Hands" activity you chose.
3. **Help men form mentoring relationships.**
 - a. In the final weeks of the mentoring study, help men enter one-on-one mentoring relationships.
 - b. By this time in the group study, some men will have connected with one person more than another. For these people, let the mentoring relationships form naturally. For others, help them pair up based on spiritual maturity, personality, and goals for the relationship.
 4. **Distribute the post-challenge Assessment.**
 - a. Visit www.journeytobiblicalmanhood.org and download the standard post-challenge Assessment for Challenge 4. 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*.

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 4. The last thing for them to do will be to help plan and execute the Celebration. This should be a **short, fun gathering** for men to come together. For this challenge, consider including children, grandchildren, and other family members.

1. **Assess 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 gathering.**
 - 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—from both the mentoring groups and the fathering/grandfathering groups.
 - 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.
 - d. Aim to find one man to share at the celebration who hasn't participated in the event follow-up groups or **Sustain** study, in order to emphasize the all-inclusive nature of the challenge.
 - e. Share all testimonies with the church leaders and senior pastor.
 - f. Review celebration “hardware” ideas on www.journeytobiblicalmanhood.org. 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, as well as activities for any young children that will be there. You may also want to include fun team-building exercises for older children and their dads/grandpas/mentors.
 - h. Choose a date and time for the celebration, with approval from your pastor, who should plan to attend:
Date: _____ Time: _____
 - i. Reserve a room or venue as needed: _____
 - j. If doing a meal, finalize the menu. 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 with their children, grandchildren, and mentees (if applicable).

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. If you ordered any celebration giveaways, such as tokens or wristbands, pass them out to all the men.
- e. Unveil the next challenge and the next **Create** event.
- f. Ask men, “Who’s missing?” and encourage them to invite others to the event from outside the church.
- g. Give men an opportunity to sign up for the **Create** event before they leave.
- h. Also, recruit additional men for the leadership team for the next challenge.

SMALL CHURCH SAMPLE PLAN

• Create Value event:

- Host the *Dads That Make a Difference* seminar, Man in the Mirror (six-hour 2-day format).
- Host a movie night at the church and show the movie *Courageous*; be sure to obtain an Authorized Public Exhibition License. (Link to purchase license can be found on the website.)
- Host *The Six Basics of Being a Great Dad* seminar, Great Dads (four-hour format).
- Host a cookout for fathers/grandfathers and their children. Incorporate a funny skit. (Visit www.skitguys.com for scripts and search "fathers.") If you have fatherless youth with mentors, include them as well.
- Host/Attend a *Better Dads* workshop or seminar by Rick Johnson, Better Dads. Options at www.betterdads.net.

• Capture Momentum

- small group resource for Fathers'/Grandfathers' groups:
- *Dads That Make a Difference Life Plan* workbook, Man in the Mirror (4 weeks)
 - *Family and the Man in the Mirror* CD series by Patrick Morley, Man in the Mirror (3 sessions)
 - *The 21-Day Dad's Challenge* by Carey Casey, Tyndale House (3 weeks of daily readings and questions)
 - *The 7 Secrets of Effective Fathers* book/CD series by Ken R. Canfield, Tyndale House (10 sessions)

• Sustain Change curriculum for Fathers' groups:

- *Dad in the Mirror* book by David Delk, Man in the Mirror (12 chapters)
- *Championship Fathering* book by Carey Casey, Focus (11 chapters)
- *Raising a Modern Day Knight* book by Robert Lewis, Tyndale House (14 chapters; pertains specifically to raising boys/young men)
- *12 Tasks of Effective Fathers* CD series by Patrick Morley, Man in the Mirror (12 sessions)
- *Family Driven Faith* book by Voddie Baucham Jr., Crossway (10 chapters)
- *How to Really Love Your Child* book by D. Ross Campbell, David C. Cook (13 chapters)
- *The Smart Stepdad* book by Ron L. Deal, Bethany House (15 chapters, pertains to stepfathers)

• Sustain Change curriculum for Grandfathers' groups:

- *The Power of a Godly Grandparent* book by Stephen and Janet Bly, Beacon Hill (14 chapters)
- *Leaving a Lasting Legacy: For Grandfathers* book by Ken Canfield, National Center for Fathering (12 short chapters)

• Sustain Change curriculum for Mentoring groups:

- *As Iron Sharpens Iron* book by Howard Hendricks, Moody (8 chapters for mentors/10 chapters for mentees)
- *Mentor Like Jesus* book by Regi Campbell, B&H Books (11 chapters)
- *The Mentor Leader* book by Tony Dungy, Tyndale House (9 chapters)

DISCIPLE EVERY MAN

- ✓ Give guys who aren't participating in group studies the chance to be involved through individual study. Post a link on the church website or email a link to the online Man in the Mirror 12-part video series, *Twelve Tasks of an Effective Father*. You may also choose to send out one or two videos from the series on their own. Another video option is *Children: How to Avoid Regrets from the Man in the Mirror REMIX* series. Either of the studies can be watched for FREE by streaming or downloading from the website.
- ✓ Challenge men who would like to be mentored—or to mentor—to enter into one-on-one mentoring relationships. Consider holding an information session at the church, or a casual lunch, where you help men pair up at the end, as desired. You may want to show clips from the Bible Study video series, *What Happens When Men Mentor Men*. In preparation for this meeting, send out the article by email, "Do You Want a Mentor?" and/or "Mentoring Younger Men." Focus on the call to action at the end of each article.

USE YOUR "HANDS"

- ✓ Challenge every man with children to start a family devotion—at least once per week. Print out and email the article "How to Lead a Family Devotion." Or create your own how-to!
- Ask every father/grandfather to write a letter about the faith lessons he's learned, and have it to his children/grandchildren. Ask men without children to write a letter to someone impacted his life as a mentor and thank him.
- Throw a field day for all the children in the church without dads in their lives; encourage to invite others from outside the church, too. Ask the men in the church to be team referees, activity planners, etc. You may also want to do or give something special to moms dropping their children off.
- Consider starting a mentor program for youth in your church without a father figure. Much goes into starting a program like this, but it is often life-changing for both youth. There are several resources that can help you start a mentoring program; Association of Youth Mentoring (www.caym.org). If you don't want to start a program, help plug interested men and teenagers into a local YMCA or Big Brothers/Big Sisters.
- Hold a father/daughter dance at the church. Make it a fancy evening and have formal invitations to their daughters/stepdaughters. Include dinner and fun activities.
- Hold a father/son campout or adventure trip and plan games and team-building activities.
- ✓ Include the women in the church! Have a church-wide competition, where wives and husbands for "Favorite Dad" or "Favorite Grandpa" by submitting funny pictures, light, showing silly pictures on the screen before weekend services or print a special issue of the bulletin.
- Challenge the grandparents to throw a "Spoil You Rotten" weekend with grandchildren. It works like this: invite each grandchild over individually for a weekend or overnight visit. Give them special attention that includes their favorite activities, favorite foods, etc. This special time can be used to pass on spiritual lessons, too.

Father the Hearts of Our Children/Grandchildren Survey

All the men of our church are on a journey to biblical manhood. Help us by taking this survey. We want to know how you are doing on the journey.

Would you take a few minutes and answer these questions? This is just a snapshot of where you are right now.

Name (if desired): _____ Date: _____
 Email: _____ Phone: _____

1. I have a good understanding of what the Scriptures have to say about the following, and how they relate to me personally.

Not at all	1	2	3	4	5	Absolutely
Encouragement						
Mentoring						
Fathering/Grandfathering						

2. At this point in my life, I feel like I am _____ as a father, mentor or grandfather.

Not interested at all	1	2	3	4	5	Fully interested
Thinking about the last few months, my influence on the children, fathering that hearts rather than their performance.						
Thinking about the last few months, what place has fathering, grandfathering, and/or mentoring had in your life?						

3. What are you most interested in for this challenge regarding personal growth? (Circle all that apply)


Fathering _____ Grandfathering _____ Mentoring _____

Faith & Life Objectives

Father the Hearts of Our Children/Grandchildren

We won't allow the responsibilities of fathering/mentoring to be defined by our culture. Rather, at the end of this leg of the journey:

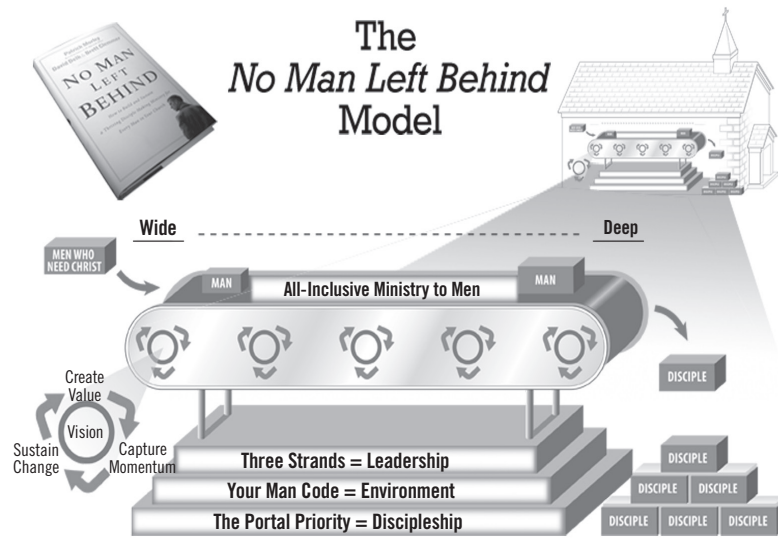
- I will understand how to **disciple children/grandchildren to love God and others**, rather than fathering for performance. (**Head**)
- I will have made disciplining my children, grandchildren, or mentoree a top priority in my life. (**Heart**)
- I will **encourage and pray** for my children, grandchildren, or mentoree daily. (**Hands**)



• Celebrate gathering:

- Hold a cookout and have men bring their children and grandchildren (and fatherless youth doing a youth mentoring program). Provide activities for the young kids and team-building exercises for the older boys/adolescents. Ask a few men to share their testimonies, representing the mentoring and fathering groups.
- Host a churchwide afternoon picnic; include families (and fatherless youth, if doing a youth mentoring program). Ask a few men to share their testimonies, representing the mentoring and fathering groups.
- Have an evening celebration service at the church—either with just the men or with families. Include worship and ask a few men to share their testimonies, representing the mentoring and fathering groups.

-Men in my church = 12-23 (varies)
 -Note: Get everyone's email address
 -Print out F&LO cards on business card paper and the Assessment forms at church
 -Cookout - buy the meat (\$20) and do a sign-up sheet for the sides/condiments
 -Family & the MIM CD set - \$18+shipping
 -Dad in the Mirror books - 12-pack for \$22+shipping (Books! by the Box)
 -Disciple Every Man/Hands options - free
 -Evening Celebration Service
 *Total for Challenge 4: \$65-\$85



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PORTAL PRIORITY—Make sure men know you’re not trying to fix their behavior, but that everything you do is to help them grow as authentic disciples of Jesus Christ (see 2 Timothy 2:2).

YOUR MAN CODE—Just like people discover your dress code by what they see, they learn your “man code” from the atmosphere of your church. Make sure to send the message that men are important and can make a real contribution.

THREE STRANDS OF LEADERSHIP—The effectiveness of your discipleship process for men will rise and fall with the involvement of your senior pastor, a committed leader, and a leadership team (see Ecclesiastes 4:12).

VISION—Men want to give their lives to something bigger than themselves. Use a phrase or slogan to let men know that God wants to do something great for His kingdom through your church (see Jesus’ great challenge in Matthew 28:18).

CREATE VALUE—Give men what they need in the context of what they want. Personally invite men to engage in different opportunities to move them forward with Christ.

CAPTURE MOMENTUM—Give men believable follow-up opportunities right where you create value. Make sure it’s something a man could actually do. “What’s the right next step for every man?”

SUSTAIN CHANGE—Most long-term change takes place in relationships. Get men into the regular study of God’s Word and authentic relationships with other men (see Galatians 6:2).

ALL-INCLUSIVE MINISTRY TO MEN—Retire the phrase “men’s ministry.” It’s not just about what happens when men are off by themselves. Instead, disciple your men right where they are—in co-ed Bible studies, on the worship team, coaching kid’s basketball, etc. Every interaction your church has with any man is ministry to men. Make all of them an intentional part of your discipleship process. (See more in the Helpful Tools section.)

THE WIDE-DEEP CONTINUUM—Build a process to reach men where they’re at spiritually. Cast a wide net for men early, then seamlessly lead them deep. Engage the five types of men: men who need to know Christ, cultural Christians, biblical Christians, leaders, and hurting men (see 1 Corinthians 9:22–23).

FACILITATING A MEN'S GROUP

Jesus Christ launched his divine plan to redeem mankind by making disciples out of a small group. He used that small group to create momentum and keep it going. The question, of course, is why would He do that? Why a small group?

Most meaningful change takes place in the context of relationships—**men sharpening men with truth, encouragement, and commitment**. Even secularists understand the value of small groups; anthropologist Margaret Mead said, “Never doubt the power of a small group of people to change the world. That’s about the only way it has ever happened in the past.” Thank you for your willingness to be a part of this transformative time in the lives of your group members.

YOUR ROLE AS FACILITATOR

In the case of these groups, your primary role is to facilitate the groups—*not teach*. Your leadership will be geared toward steering discussion and making men feel cared for and supported.

We ask that you **call your group members each week**. This can be a short call that simply expresses, “I’m glad you’re in the group and I’ll see you Thursday,” for example. Calling each man helps him feel like a valued member of the group and encourages him to prioritize the weekly meeting.

It is up to you to set the tone for the group: **be authentic, enthusiastic and affirming**. Remember—a small group is many things, including a hospital for men with broken wings; make yours a safe place for men. Don’t put pressure on them to conform to certain behavior. Instead, simply show men Christ. Make sure group members know that anything mentioned during meetings is **confidential** and is not to leave the group. Lead by example in this area.

It’s also important that you **honor the time** during your group meetings. Aim to start and end on time every week. If men are connecting with one another and want more time to hang out, plan a social outing outside of the regular group study.

Always thank group members for coming before they leave.

THE FIRST MEETING

At your first group meeting, start on time and open with prayer. If anyone in the group hasn’t completed a **pre-Assessment form**, ask him to fill it out at the start of the meeting and collect. Cast the vision for the group, using the **Faith & Life Objectives** for the current challenge. Make sure every man has a card.

Have each man introduce himself; you may want to have an icebreaker or two prepared to help guys open up. Consider asking each man to take three to five minutes to share briefly where he is on his spiritual journey, and what he hopes to give and get out of the group study. Don’t try to go too far too fast; be sensitive to men who might take longer to open up than others.

Continue with a discussion of the study, as agreed upon by leaders.

LEADING EFFECTIVE DISCUSSION

Your goal for discussion: **Air time for every man every week.** Draw out the quiet man without making him feel uncomfortable. Sense his pace. If you have a man who talks too much, ask him privately to help you draw out the more quiet men during discussion.

Don't talk more than 25% of the time. If there is silence when you ask a question, don't try to fill the space. Many of the resources you'll use already have discussion questions in them. Use these to steer the direction of the group meeting.

Ask open-ended questions. For example, instead of asking, "Do any of you struggle with making good decisions?" ask "What kind of decisions do you find difficult, and why?" Encourage more than one person to answer a particular question with a statement such as, "Does anyone else have a thought about that?" **Affirm men's answers** and be authentic with your own answers.

Thank you for volunteering your time and investing in your group members! You are an invaluable part of where our church is going and what we hope to accomplish in the lives of the men.