



# Tips For Mobilizing Men To A Men's Event

## Tip 1 – Be Patient. Men Are Different

Don't be discouraged by an individual man's less than energetic response as you begin to introduce the event. It's normal. Men need time to run this through their grid of what's important in their life.

## Tip 2 – You Need Visibility

It is very important to promote the conference from the pulpit on a Sunday morning. Ask your pastoral staff or ask for permission to do it yourself. Let the men know there will be a sign-up board or sheet in the foyer. Lead by example.

## Tip 3 – It's Not A Sunday Service

Your job is to differentiate what happens at a men's event from what usually happens at church on Sunday morning. Give them a list of a few topics will covered.

## Tip 4 – A Personal Invite

Men appreciate a personal invite. Most men will respond positively to a personal invite from another man to join him at the event.

## Tip 5 - Men Understand Deadlines

Clearly communicate the deadline for signing up. When men know what the deadline is they will work to get you a decision. There are multiple concerns and issues that are part of most men making a decision to attend a men's event.

## Tip 6 - The Experience

Encourage the men of your church to spend time together throughout the event. This will allow men to process what they are learning, encourage one another to follow through on action points.

If you would like to see a short video, how Iron Sharpens Iron Uses the Tip Cards please visit: <https://vimeo.com/ironsharpensiron>