

# WHAT YOU NEED TO KNOW TO LAUNCH A SUCCESSFUL MEN'S MINISTRY

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The purpose of this presentation is to provide practical information that will help insure the success of men's ministry activities and some examples or models of Men's Ministry activities and events that have and are being accomplished successfully in other congregations. It is hoped that through this information and these guides it will be easier for congregations to plan and produce activities that minister to their men. **Keys to success include planning, publicity, perseverance, praise and prayer**

## **Planning: Determine who will take the lead on the project or activity**

Consult calendars to insure there are no conflicting events or activities that will prevent your target group from participating. This includes not only the church calendar but also the community calendar of

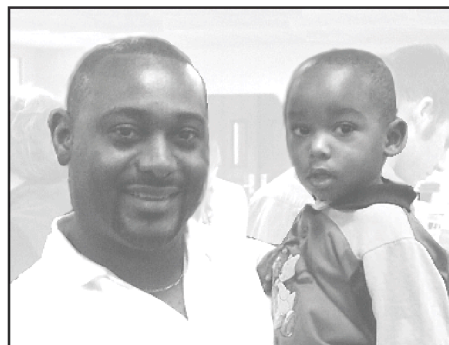
events.

**Allow adequate lead time.** Be very thorough in planning to eliminate and minimize any surprises. Planned activities must be purposeful and relative to men. They should be of interest, attractive and important to men so they will make it a priority to participate. Planning a variety of activities across a broad spectrum of men's interests will provide the opportunity for you to touch and impact a good percentage of your men.

Some suggestions include relational activities so guys can just hang out, skill building activities that help men become better

husbands, dads or spirit-filled men of God. Inspiring, encouraging and uplifting activities also appeal to men. Some say a man's stomach is the best way to his heart and mind so including food is always a good way to attract men.

**Providing adequate lead time to plan, prepare for and publicize your activity or event is necessary for success.** Planning and putting together an event almost always takes longer than expected. One of the key reasons is that most of the men working in men's ministry are volunteers who likely have job and family responsibilities.





Things to consider when building adequate lead time into your plan: (1) the more costly the event the longer the lead time needed to sell the men on participating, and for some, time to save/set aside money for the event. (2) If the event is going to be an outreach or other type event where men are encouraged to invite their friends not a part of your congregation, additional lead time must be built in to allow time for the guys to invite their friends and their friends time to decide if they want to participate. Additionally, you must always build in enough time to interest, sell and motivate your guys to participate in the planned activity. As a regular practice it is wise, even on most “routine” activities, to announce or advertise an activity at least three weeks before the scheduled date.

To help build in adequate lead time to plan and prepare for an activity a helpful technique is to set a projected date and work backward, projecting and reviewing all that needs to be done to maximize the likelihood that you will have a successful event. If you believe you can accomplish all that needs to be done the date set for your event is probably good. If you don't believe

everything can be accomplished in the time you have planned, it would usually be wise to set a later date. Setting back the projected event date an extra couple weeks to provide additional lead time may make the difference between a “just OK” event and an exceptional event that impacted the men in a positive way.

**Publicize: If you and your team have put in much time and effort planning for an event or activity you want to insure that you get lots of participation.** The way to accomplish that is through publicity. You need get them there by creating interest, creating positive expectations and motivating them to participate. Most men need a lot more than a single item of information to get their attention and motivate them to participate in men's ministry activities so it is wise to use a wide variety of publicity and communication tools. Also give your publicity enough time to catch

the attention and motivate the men to action/participation. The idea is to catch the men's attention whether through the traditional newsletter, bulletin and Sunday announcement or a funny attention grabbing skit or enticing video. Once you have their attention and interest get their commitment, i.e., name on card or sign-up sheet.

**Persevere. Hang in there! Don't be discouraged!** Don't listen to the devil because he will talk to you, he will try to beat you down with negative thoughts. Be grateful for all who have participated. Stay on track with future plans. Trust God and move forward to the next event or activity.

**Praise. When the activity is over always show your appreciation to all who were involved.** Thank the people for coming; thank your team for all they did, both publicly and privately; thank the speaker and thank God for his help and goodness with this event and pray with confidence for guidance and direction for the next activity that will minister to your men.

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