



Designing a Local Ministry for



Who Need Christ

www.ChristianMenTogether.com

“Designing a Local Ministry for Reaching Men Who Need Christ.”

As you peruse this manual, please consider it a template for designing what God is calling you to in bringing the men of your church into a dynamic relationship with Christ.

While you may initially be reading this manual alone, if you are going to be able to do what really needs doing, you will want to pray about who can work through it with you as a steering group for men’s ministry. Then your group will need to sign-up to be responsible together for the multi-faceted approach required in reaching every man in and associated with your church.

Your church could be a centre in your town for maturing men in Christ, equipping them to be leaders in their homes, their church, their business life, their community, and developing them as mentors to the next generation of new believers. Your men’s ministry needs to be focussed on discipleship and on evangelism. This can only happen through the initiating and deepening of life-sharing relationships with other men who are also on the journey.

If this is your God-given vision it might be a good strategy to set up a meeting with four to six other men in your church, or in the locality group of churches, to start dreaming about what could be achieved through the power of the Spirit, and in the name of Jesus Christ.

Take your time – little is achieved by rushing. Much more is possible as we take time to listen to God and to our communities of faith. Progress through each section together. Pray together for wisdom and ability, and pray about the timing for every stage.

We at CMT would be delighted to hear from you, and to pray with you. We could even meet with you as you begin this process. Let’s allow God space to work ... and see what He wants to do through us today...



the CMT Team.

THE FIVE TYPES OF MEN

Do you find yourself or your church leadership team saying things like the following?:

“The same group of guys comes to everything,” or,

“There are men in my church that I only see on Sundays, and I’m pretty sure they’re not growing.”

Of course we would not wish to stand in any kind of judgement over their spirituality, but the fact that all they want to talk about over coffee, after what struck you as an amazing message and worship time, is how their kid did in the team yesterday, or the mechanical refinements of the XL883-Roadster, or the frustrations of the neighbours’ parking habits, gives you an inkling that there’s not much going on in there between Sundays, and possibly not much even on Sundays.

Maybe there are 40 or 50 men in your church, and you have a heart for every one of them to know Christ in a meaningful way. But no matter how hard you try, you know there are men who the current “men’s ministry” is never going to reach. Actually, it is probably good they don’t all come, because if they did you’d be trying to meet too many types of need in one event, and you’d be constantly analysing if everyone was getting help, or fitting in.

Let’s have a look at two helpful tips I picked up on recently:

A. Categorise your men.

It is just not possible to interest every man in a large group with the same issues and activities. Take the pressure off yourself and plan events or ministries that appeal to a specific group of men; men like you, or the others on your small committee. At least if the topic interests the leader there will be someone enjoying it, and you’ll have some enthusiasm to share. And at least those who attend will be those with whom you share a common interest.

This is not about labelling men, but about trying to categorise men’s interests and spiritual life in a way that helps you organise your mentoring efforts. And since discipleship is the mission (and Christ-like-ness the goal), grouping men by their level of spiritual maturity is one helpful way to do this.

Here is one paradigm for thinking about the types of men in your church:

1. Men who need Christ;

2. Men on the fringe, or “cultural” Christians; Some of whom want to remain in the shadows; others who want to be recognised, accepted and included,
3. Men who are ‘Disciples,’ or who want to be;
4. Men who are leaders, or who want to be.

In addition, there are fifth and sixth significant groups of men that include men from the previous four groups:

5. Men who are hurting
6. Special Interest groups (occupational, sport, D-I-Y, ex-military, etc), or Specially-Challenged men (Single-parents, Ex-addicts, parents of teens!)

B. Create, Capture and Sustain Momentum with each group:

As you develop events and activities for each of these different groups of men, remember you need to create, capture and sustain momentum in ways that will work for that group.

The five sections that follow in this e-book will focus on effective methods to

- Create Momentum (by showing the value of participating),
- Capture Momentum (by showing men an easy and believable next step) and
- Sustain Momentum (by providing engaging opportunities to learn about Christ) that are relevant to each of the above groups of men.

Application Exercise for Your Leadership Team

Discussion Starters

1. Do the 6 Types of Men make sense in your church?
2. Are there other ways that you categorize men in your church? Age? Life stage? Spiritual maturity?

LEADERSHIP EXERCISE

List the men of your church on a flip-chart page under the 6 categories in 6 columns.

1. As a group, come to a consensus on the percentage of your church’s men that fit into each category. Hint: the first four should add up to 100%, and the last two are most likely 40-50% of all the men in your church (include men who have issues with health, employment, marriage, aging parents and/or children).
2. In each column, list as many men as you can think of that fit into that category. Have each leader describe what each category of men is like. Example: “The men of ABC Church who are on the fringe come most Sundays, but aren’t involved in any other

activities of the church. Many of them are here because we have a great program for their kids or because their wife wants to come here.”

3. Keep this flip-chart paper as you go through the next 5 sections of this series.
4. Pray together – before you end this session.

2.

REACHING OUT STRATEGICALLY

A Few Basics

In the last section, you discussed the six types of men who come round your church, and the need to create, capture and sustain momentum in ways that each group would find relevant. Here are **some general do's and don'ts** for reaching the first group: **Men who need Christ:**

DO

- Have activities focused on felt needs: Finances, Marriage, Career, Recreation
- Incorporate recreation or hobbies: sports, cars, movies
- Advertise honestly: Yes, it's at a church. Yes, we will talk about God at some point. Yes, we will make it fun and engaging.
- Have fun.
- Make it easy and natural for men to begin to develop relationships.
- Give them the "right next step" - invite them to another opportunity.
- Make men want to come back.

DON'T

- Advertise activities as being focused on purely spiritual needs: Prayer, Fasting, Quiet Time
- Incorporate activities that will make these men uncomfortable with their experience: long prayers, singing 10 worship songs in a row, "hellfire & brimstone" speakers, holding hands, etc.
- Bait and switch: "Before we play basketball, we have a short, 35-minute evangelistic film we'd like to show you."
- Make men feel guilty about behaviour.
- Ignore the new guy or create contrived exercises to make men talk.
- Make them have to figure out what they should do next if they are interested.
- Drive them away.

- Think long-term, low pressure.
- Forget it takes a long time to make a disciple.

For you and your leadership team:

1. Do the "Do's & Don'ts" above make sense? Would you add any to the list?
2. Have you ever been to an "outreach"-type event that has seemed inappropriate for men who need Christ for some reason? Why do you think it felt that way?
3. What activities does your church do now that reaches men who need Christ? Do they violate any of the guidelines above.
4. Pray together – before you end this session.

3. CREATING MOMENTUM

How do you get a man who needs Christ to become interested in Godly things? Most men who don't yet know Christ also don't yet know that they even need him. So you won't reach these men by inviting them to a "church-y" event.

First: focus on their 'felt needs.' What are the common problems or issues most men are dealing with? Take the following list and add your own:

- Marriage
- Parenting
- Friendships
- Boredom

Second: create momentum by creating value. Not only does the event or activity need to impact a man's felt need, above all it needs to be worth his time. Men are so busy and there are so many jobs to be done in their spare time that you need to show that your opportunity will merit his time investment.

Third: if you want men to come, you have to ask them. Men who need Christ will rarely, if ever, come to an activity at or by the church unless a buddy invites and brings them. So equip your more spiritually mature guys to invite their neighbours, co-workers, family members and friends to fun and engaging activities.

Here are some specific ideas for activities that might create momentum among men who need Christ:

- Sports and Recreation leagues: Saturday morning basketball league, golf outing, rock climbing, water/snow ski trips
- One man in your church inviting his neighbour to go to breakfast, or to the pub to watch a Premier League game.
- Activities: Paintball, White-Water Rafting, Camping/Fishing Trip, Attend or watch a game, Speedway or Stock-Car Racing, Barbecue,
- Include the kids: Daddy/Daughter Dance, Father/Son Cookout, Family Day at local theme park
- Interesting speakers: Successful businessman, Well-known coach or athlete, Person with a story of surviving adversity ...

Finally: In all activities – stick rigidly to the advertised time. There is nothing that irritates as much as an event that starts late, just because

'Fred is probably on his way!' or that over-runs because there was too much squeezed in. Remember guys have other things they promised to do, places they expected to be. Anyone who wants to linger is welcome to do so, but the man who felt trapped by an over-run last time may never come back.

Application Exercise for You and/or Your Leadership Team

1. What are the common issues/needs for men who need Christ (their felt needs)?
2. What are some activities that you have had in the past that men who need Christ would likely attend? What value have these activities added to these men's lives?
3. What is one activity you could do, or already have planned in the next three to six months, for men who need Christ? Do you have a leader on your team who has a heart for reaching these types of men? Would he be willing to take ownership of this activity? What added value would he need to offer to make the event successful?
4. Are your men in the "habit" of connecting with men who need Christ? Do they invite these men to your men's activities? Why or why not? What would it take to encourage men to do that?
5. Pray together – before you end this session.

Read the Patrick Morley book "No Man Left Behind" for other ideas and a fuller explanation on creating momentum.

4. **CAPTURING MOMENTUM**

Above we described activities and interactions that can attract men who need Christ. We **create momentum** with these men by meeting their felt needs, offering something of value, and personally inviting and bringing them.

The hardest part of the process is getting men to take that first step. Once they do, it is critical to **capture the momentum** that has been created. Getting a man to come to an activity and not giving him a “next step” is like turning on the air conditioner in the summer time and leaving the all the doors and windows open.

SOME QUICK GUIDELINES:

- Offer a next step that is appropriate to the activity they just participated in. It should make sense to do what you offer next. A man who came to a 5-a-side sports night should not be duped into attending a small group on spiritual disciplines.
- Don't let men leave without the offer of a tangible next step. If possible, get a commitment from them for the next thing – even if it is just going to lunch with you next Tuesday.

NEXT-STEP IDEAS

Here are some Next-Step ideas that might capture momentum for your men:

- Have a Saturday breakfast or weeknight monthly dinner series focused on successful businessmen speaking on interesting topic: e.g., “Lessons in Leadership.” This will ignite interest for men to come back, and provide opportunities for them to join the group.
- Sports leagues also offer a built-in method for men to continue to come. Then, plan a family night at the end of the season that will bring a man back to the church with his family for a night of fun and an opportunity for wives and kids to socialize.
- Encourage some of the leaders to follow up with guys they connected with and invite them to coffee or lunch with NO AGENDA other than getting to know each other.
- Launch short-term small groups of four or six weeks using simple, no-prep studies on life-topics and skills.
- Schedule teams with leaders to work 4 hour shifts one of the next four Saturdays to help complete gardening jobs or house repairs for shut-ins, etc.

Remember: don't ever create momentum for a man without a plan to capture it.

APPLICATION EXERCISE for You and/or Your Leadership Team:

1. Look at the activity that you began planning in Section 3. How will you attract and invite men who don't know Christ to that activity?
2. Did you choose a leader to spearhead this activity? Who else would you like to recruit to help with this event? Look outside your leadership team. One person should be responsible for coordinating your "Capturing Momentum" step efforts.
3. What would some appropriate "next steps" be to offer men after this activity?
4. How will you help men "raise their hands" to make that commitment to the next step before they leave?
5. Pray together – before you end this session.

5. SUSTAINING MOMENTUM

Men's ministry is not a short-term mission. It takes a long time to make a disciple. Each time you ask a group of men to take another step some will drop by the wayside for a while – but some of them will catch up later when they see they've been left behind, or when they have grasped the idea of growth. That's okay. Covey's law of the farm is always at work. Success comes not from sudden, sporadic bursts of activity but through the cumulative effect of disciplined, daily effort. We should work most with the men who want help in their Christian growth, and entrust the others to God in prayer.

Create a variety of opportunities for men to get to know Christ better. Plan to offer them a menu – there will be starters, sweet desserts and of course the meaty courses. Since men will learn in different ways, get them into relationship with each other, particularly in small group and activity environments.

REMEMBER, men relate better in serious conversation with men they have worked with or engaged with in sport. Your ultimate goal should be to get men studying God's Word with other men; but first they have to learn to trust and respect each other. Then it will be the Bible that changes their lives.

5 TRUTHS to REMEMBER as You Sustain Momentum.

1. ***Show men Christ rather than try to fix their behaviour.***

Too often we ask men to conform to our "Christian men's sub-culture" as a show of spirituality. When this happens we can end up asking men to be "religious" at the expense of being spiritual.

2. ***Show men Christ rather than showing them a list of "do's" and "don'ts".*** We could only give a man a new rule book; Jesus will give him a new passion.

3. ***True Obedience flows from a Heart of Faith.***

Everything a man does is evidence of what is in his heart. We must help men want to do what God wants him to do. Hebrews 11 shows that faith motivates men to obedience. When we work with men, don't just tell him what to do, try to increase his faith in Christ.

4. ***Invest in Men who will Invest Themselves in Other Men:*** (2 Tim. 2v2). The focus of a men's ministry leader should be to make disciples of men who will in turn disciple others, and so on. This was the method of Jesus. Keep your eye out for men who want to

make disciples. The greatest return on your time will come from investing in men who will invest in other men. Look on the CMT website for the "Discipleship" Tab – there will be a number of options to chose from there.

5. ***Create a Culture of Prayer and Love for God's Word.*** Prayer is God's designated way of releasing His will in men's lives. Pray that your ministry would be a part of what God wants to accomplish in your church and community. Help men to know Christ through the regular study of God's Word.

6. **Truth Flows through our heads to our hearts and out through our hands.** Truth must be understood, believed, and lived out. So:

- Men must understand the truth of the gospel in their heads.
- They need to grow in their knowledge of God.
- Men also need to grow in their love for God.
- They need to develop an emotional connection to Christ and to the brotherhood of believers.
- Then they have to put the truth into practice by living it out. Give men the opportunity to live out the truths they are learning through ministry. Your men's ministry must give men a variety of opportunities to work together on projects that help others.

6. A NEW MINDSET

Over the last 3 sessions, we have discussed a process for Creating, Capturing and Sustaining Momentum with Men Who Need Christ. But you can (and should) apply the concepts for reaching these men to all of your ministry efforts.

The Create-Capture-Sustain strategy is not just a process, or sequence of efforts. It is a mindset for doing ministry. So:

Every time you plan an event or activity for men, you should ask the questions:

- q What is the target group of men you are trying to reach?
- q What are their felt needs we are meeting with this event?
- q How can we ensure that the men we want to participate get a personal invitation?

Every time you think about men participating in an activity – whether it's a personal lunch or a big outdoor BBQ, you should ask:

- q What is the right next step after this activity?
- q How will we communicate and engage men in the next step?

Every time you think about engaging men over the long term, you should ask:

- q How can we help men develop relationships with Christian men in the church?
- q How can we encourage our spiritually mature men to bring the other men along?
- q Does every man participating in any activity in the church know how to discover what the right next step will be for them?

KEEPING OUR EYE ON THE PRIZE: If we persistently ask ourselves these questions as we reach and disciple men,

- We will help to keep men moving down the spiritual track towards real spiritual maturity.
- We will help both the "men-who-need-Christ" and those who are "cultural Christians" develop an authentic faith in Christ;
- We will help "Biblical Christians" deepen their relationship with Christ, and
- We will equip Leaders to reach and disciple more men, to the glory of God.

See the Patrick Morley book "Man in the Mirror," for an explanation of this maturing process, and your ministry to this end.

FOR YOU AND YOUR LEADERSHIP TEAM:

1. Do we have a “discipleship mindset” in our ministry with men?
Where are we doing really well? Where are we falling short?
2. Pray that God will give you a vision for reaching every man in your church, and will raise up like-minded leaders to join your team as you disciple the men in your church and community.

CONGRATULATIONS for completing this “How To”. Our desire is that this series of coaching lessons has equipped you to better reach the men in your community. We want to make these coaching resources as effective as possible – so will happily edit and up-grade as you offer suggestions. Also you will find a series of books also listed under the Leadership Tab on the Website – You can even purchase them through our link – and allow CMT to gather commission on the Amazon sales.

<p>Collated by Dr Paul Tarrant: Chairman of CMT (2011) with considerable help from training resources mostly at www.disciplemen.com</p>
