



## ***Purpose To Your Work Seminar Strategy*** **Planning Manual**

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# FIVE ESSENTIALS FOR A SUCCESSFUL SEMINAR

No one thing by itself creates a successful seminar. We have found these five items to be the most important ingredients.

- 1. Church Planning Manual:** Find the person in your church that will be **EXCITED** to receive and implement this manual. **Churches who have followed the manual average substantially more attendees than those who do not! Following the planning manual is key!!!**
- 2. Senior Pastor:** Your Senior Pastor should be personally involved for your seminar to achieve its full potential. Ask for his commitment to attend the seminar and to promote it enthusiastically on Sunday mornings and in other group settings. If he does not support the seminar, your attendance will surely suffer.
- 3. Personal Invitations:** This is the single most significant factor in whether or not a man or woman attends the event! In this manual, and in your seminar promotion kit, are various tools and strategies that should be used to invite people to attend the seminar. Among these tools are: 1) A three-minute promotional video, 2) seminar brochures and posters, 3) a sample invitation letter, and 4) a sample personal phone invitation script.  
  
**The single most effective tool, however, is the personal one-to-one invitation, either over the phone or face-to-face.** Be sure each participant is personally invited to attend (this applies both to invitees inside and outside of your church). At the end of this manual are a couple examples of invitation scripts to use in inviting other attendees. ***Churches who utilize the personal invitation approach (rather than just relying on mailers, posters, and promo videos) typically enjoy 40-50% higher attendance at the seminar!!***
- 4. Publicity:** Each prospective attendee needs to hear enough about the seminar often enough that they have to make a conscious decision whether or not to attend. **We suggest full use of our promotional material to achieve five “touches” with every attendee, including five weeks of bulletin inserts and a personal invitation.**
- 5. Follow-Up Groups:** Do not invest your time and money in this seminar and then fail to capture the momentum with your attendees, as 65-70% of the participants will likely join a six-week follow-up group. Be sure to find men to lead these groups before the event.

***Hosting a seminar without follow-up is like turning on the heat and leaving all the doors and windows open: all that hard work and nothing to show for it.***

A SPECIAL NOTE TO WOMEN: The “Purpose To Your Work” Seminar is open to both men and women. Some churches and/or Host Organizations have chosen this event as a special men’s only event, and promoted it as such. However, some churches and/or Host Organizations prefer this event to be open to both men and women. [TRUTH@WORK](mailto:TRUTH@WORK) is open to either format. We simply ask for you to communicate your preference to us for planning and promotional purposes. This manual assumes that most of those involved in the *Purpose To Your Work* Seminar will be men and is written accordingly. However, women are absolutely welcome to participate in leadership of the event, as well as attend our seminars. We welcome your help and do not seek to exclude women in any way whatsoever!

## Introduction

Thank you for scheduling a TRUTH@WORK *Purpose To Your Work* seminar at your church. We hope it will have a profound impact on those who participate. Our goal is that for those who attend the seminar, it will begin to radically impact the marketplace for God's Kingdom. We also hope and pray that they will gain a new perspective on how the Lord wants to see His people share His Son, Jesus Christ, in the context of the marketplace. Nearly 95% of our seminar attendees express that this event drastically improved their sense of purpose and direction in their lives and work!

This manual is primarily designed to help you, the Church Seminar Director, plan and execute the strategy. You have been chosen because you have a burden for those in your church and community who are in the marketplace; the respect of your pastors and lay leaders; leadership, organization and delegation abilities; and the time to accomplish the tasks.

We have designed this manual to **help** you – not to overload you with things to do. Everything contained here has proven to be successful for other churches and we are sharing it with you so that your seminar will also be successful. We understand that every church is unique. Pray for wisdom to integrate our suggestions with the culture of your church. We obviously welcome your comments and suggestions to continue improving this ministry to men.

Throughout the manual, you will see the following help notations:



**Perspectives** explain why the items we list as priorities or suggestions are important.



**Priorities** list items we believe are critical for success based on our experience and research.



**Suggestions** provide you a menu of ideas to make the strategy work best for your men and the church's congregation.

We have kept this strategy simple so that a few people can do most of the preliminary work. However, you will need 6-8 assistants at the actual seminar. It is best if you can form a team to share the load from the beginning.

The manual is written so that the work to successfully host the seminar begins a full 12 weeks prior. We have done this so that those who follow the manual will be able to pace the work in such a fashion that will minimize their stress, and not cause them to do everything "at the last minute." The Church Seminar Director should even delegate the "tasks" we have for you so that you are free to "manage" the team. If you have other men (or women) available, we suggest that you ask them to coordinate and be responsible for the following areas:

**Promotion**

**Finances**

**Follow-Up Groups**

**Prayer**

**Program**

**Registration**

We suggest you put together a leadership team of 6-10 people who have a passion for helping people gain more purpose and direction in their lives and work, and who will actually do some work to help pull things together for the seminar. Nothing is more frustrating than to have someone on the leadership team who does not pull their own weight. We suggest that you meet with each person on your leadership team (or meet as a group) and give them the pages in the manual that would apply to their responsibilities. Make copies of specific areas of responsibility and then keep a set for your file as well. This way, you can monitor their progress and encourage them along the way to stay on schedule with their duties. Check with these leaders regularly to see if they are filling their roles or have any questions. **Please fax or e-mail a list of names of the people on your team along with phone numbers and e-mail addresses of your seminar coordinator to TRUTH@WORK (Fax # 317-595-0933).**


TRUTH@WORK's phone number is listed at the bottom of each page for reference. Our staff is always willing to help you or members of your team in any way possible.

## How Will This Strategy Help Your Church?

This strategy has been designed to produce the following long-term results:

- Participants will gain a better understanding of their life purpose.
- Participants will develop a clearer picture of God’s perspective on work.
- Attendees will better understand their spiritual gifts and how those apply to their work environment and careers.
- Attendees will develop a specific Action Plan for developing a mission field in the marketplace.
- **Congregations will become “salt and light” in the marketplace to unchurched people.**

### *Perspectives:*



It is no secret that with all the recent corporate scandals, layoffs, and lapse in business ethics, one of America’s most important and untapped “mission fields” is the marketplace. Recent research indicates nearly 71% of American workers do not regularly attend church and, therefore, have no spiritual foundation on which to base business and life decisions, and/or face issues or crises. We need to look only as far as where we work 40, 50, 60 or more hours each week to share God’s grace with people seeking purpose to their life and work. This seminar is designed to encourage and equip followers of our Lord to take the Good News of Jesus Christ right where most people spend the majority of their waking hours -- at work!



### *Priorities:*

1. Your TRUTH@WORK seminar is designed to help your men examine their lives and take steps toward Biblical Christianity by integrating their faith into the marketplace.
2. The Six-Week Follow-Up *Ministry Action Plan* provides a solid set of study materials to help the attendees put into action what they learn and discuss during the seminar. These materials are perfect for small group environments as well. Ongoing discipleship and regular events will help your attendees continue the journey for greater spiritual maturity and provide new momentum for older and younger Christian men to impact the world and marketplace for Jesus Christ.



## Planning Overview

**Priorities:** This is a "bare bones" view of the Strategy. If you do nothing else, try to implement the items on this sheet. (Each of these items is also listed by the person responsible on another page.)

When	Who	What
– 12 weeks	Director	<input type="checkbox"/> Put the event on the church calendar. <input type="checkbox"/> Make sure \$500 non-refundable deposit has been sent to TRUTH@WORK to secure seminar. <input type="checkbox"/> Decide if you will invite men only, or men and women to attend the seminar. <input type="checkbox"/> Determine if you want to do a Friday night – Saturday morning event, or all-day Saturday event. <input type="checkbox"/> Determine the registration cost, a contact person, and promotional materials required. <input type="checkbox"/> Continue or begin prayer for the event along with the TRUTH@WORK staff team.
	Prayer	
– 11 weeks	Director	<input type="checkbox"/> Identify seminar leaders to help organize and run the event. <input type="checkbox"/> Recruit men to assist in leadership roles for coordinating seminar. Include at least one man from any partnering churches (if applicable). <input type="checkbox"/> Fax or e-mail list of different coordinators with phone #'s and e-mail addresses to TRUTH@WORK (Fax 317-595-0933 or e-mail Jim Shaffer at <a href="mailto:jim@truthatwork.org">jim@truthatwork.org</a> ). <input type="checkbox"/> Schedule conference call with local leaders and TRUTH@WORK staff team. <input type="checkbox"/> Invite other churches/ministries to participate in the strategy.
	Program	<input type="checkbox"/> Secure a meeting room, seating, sound system, large screen (for power point presentation), wireless lapel mike, etc.
– 9 weeks	Director	<input type="checkbox"/> Begin weekly meetings to work through your promotion and planning strategies with leadership team.
	Attendance	<input type="checkbox"/> Design a promotional plan for the event. Use the Promotional Package tools provided by TRUTH@WORK.
– 6 weeks	Attendance	<input type="checkbox"/> Implement the promotional plan. Continue with the items that you listed to do weekly.
– 5 weeks	Program	<input type="checkbox"/> Confirm details and travel arrangements with your facilitator, ask about his music preferences, arrange for his lodging, send him the <b>Facilitator Information Form</b> . <input type="checkbox"/> Decide on music: What purpose? What style? What songs? Secure musicians.
	Registration Prayer	<input type="checkbox"/> <b>Begin registration</b> and/or ticket sales. Set up a registration table <b>each Sunday</b> . <input type="checkbox"/> Generate lots of prayer for the seminar. Gather a team who will commit to pray daily.
– 4 weeks	Program	<input type="checkbox"/> Delegate or set-up nursery and child-care.
– 3 weeks	Program	<input type="checkbox"/> Decide on an emcee and review his role (give him the facilitator bio. information). <input type="checkbox"/> Plan refreshments/meals for the seminar. <input type="checkbox"/> Secure volunteers – sound system, food, clean up.
	Registration Follow-Up Groups	<input type="checkbox"/> Secure volunteers – greeters, registration table. <input type="checkbox"/> Select leaders for the six-week follow-up groups (one per seven men expected to attend), plan the follow-up logistics. Communicate to any participating churches to do the same.
– 2 weeks	Director Program	<input type="checkbox"/> <b>Call TRUTH@WORK with an attendance estimate 12 days out.</b> <input type="checkbox"/> Confirm the agenda and all travel arrangements (airport pick-up/return) with the facilitator. If desired, create a seminar schedule for the attendees.
	Finances	<input type="checkbox"/> Reimburse facilitator's travel expenses (if not done). <input type="checkbox"/> Submit check request to church accounting department for balance of seminar scheduling fee (\$500 if less than 50 attendees, \$1,000 if 50-99 attendees, and \$1,500 if more than 99 attendees). <b>Mail to: TRUTH@WORK, 9951 Crosspoint Blvd., Suite 300, Indianapolis, IN 46256</b>
Day of seminar	Registration/ Program	<input type="checkbox"/> Set up registration table(s), meeting room, sound system, facilitator props, etc.
At the seminar	Director/ Registration	<input type="checkbox"/> Oversee volunteers, distribute/collect evaluation sheets (provided by TRUTH@WORK). Give the evaluation sheets to the facilitator before he leaves!

**Follow-Up Groups**  
**Finances**

- Your facilitator will help you form six-week follow-up groups.
- Handle registration and book money (if you have a resources table).
- Provide per diem (\$40 per travel day) expenses to facilitator.
- Give check for materials/binder fees of \$25 per attendee if choosing Option #1, or \$15 per attendee if choosing Option #2 on page 21 of this manual. Check paid to TRUTH@WORK. Please give the check to the facilitator, who will submit it to TRUTH@WORK.

**+ 3 days**

**Director/  
Book Store**

- Seminar Coordinator call Jim Shaffer (842-1694) or e-mail ([jim@truth@work.org](mailto:jim@truth@work.org)) at TRUTH@WORK with the number of participants that attended the event.
- Debrief with Jim Shaffer.

**Finances**

- Finalize any financial details to be completed with TRUTH@WORK and mail remaining balance of scheduling fee to TRUTH@WORK (\$500 if less than 50 attendees, \$1,000 if 50-99 attendees, and \$1,500 if more than 99 attendees). Mail to: TRUTH@WORK, 9951 Crosspoint Blvd., Suite 300, Indianapolis, IN 46256.

**Weekly**

**Follow-Up Groups**

- Provide oversight to ensure the success of the Follow-Up groups.

**+ 4 weeks**

**Director/ Follow-  
Up Groups**

- Implement the Six-week *Ministry Action Plan* materials through small group studies.

## Church Seminar Director Checklist



**Perspectives:** God is the one responsible for changing the hearts and lives of men. We also consider you, the Church Seminar Director, as a man following God and cutting a path for other men to follow. Our role is to help you do what is best for the men of your church. Your role is to oversee or carry out the "priorities" that we have found important and select among the "suggestions" that will work with your men.



### Priorities:

- 
- Review and understand the contract between the church and TRUTH@WORK.
- 
- 12 weeks**
    - Put the seminar on the church calendar. *Ask that it be included in any listing of upcoming events. Increase seminar visibility in church printed material as the seminar draws near.*
    - Decide if you will have men only, or men and women attend the seminar.
    - Determine the registration cost, contact person, and the quantities of promotional materials you need. Refer to the pricing sheet on page 24 of this manual to determine additional promotional materials/resources you will need for templates to create overprinting of bulletin inserts, mini-brochures and posters. Send your additional **Promotion Needs** to TRUTH@WORK if you choose for us to do the overprinting for you at an additional charge. See the **Ticket Calculation Form** for determining price.
- 
- 11 weeks**
    - Identify seminar leaders to facilitate the event. *If you already have a leadership group, meet with these people. If not, work with your Senior Pastor to gather some like-minded men who may be interested in helping to reach men.*
    - Set up conference call with leadership group and TRUTH@WORK support team.
    - Meet with your Senior Pastor. Share your plans for the seminar and ask for his support and attendance.
    - Invite other churches/ministries to participate in the strategy. *Talk with your Senior Pastor about churches that might want to be involved. Make contacts with local men's ministry networks such as Christian Business Men's Committee or Promise Keepers.* Sample letters of invitation can be found on the Promo CD in your promotional folder. Include these leaders in all meetings and correspondence regarding seminar.
- 
- 9 weeks**
    - Begin weekly meetings with your leadership team to work through your promotional and seminar strategy.
- 
- Weekly**
    - Oversee others working on the strategy in their delegated responsibilities.
- 
- 4 weeks**
    - Delegate or set-up nursery and child-care, if necessary.
- 
- 2 weeks**
    - Call TRUTH@WORK with an attendance estimate 12 days out.** Evaluate your registrations in hand and the attendance history of men in your church. Try to be as close to the attendance as possible without coming up short. **We ship your materials approximately 11 days out.**
- 
- 1 week**
    - Receive resources and set up a "teaser" book table next to registration table for men to preview materials and resources.
- 
- Day of event**
    - Oversee set-up of the registration table, meeting room, sound system, faculty props, etc.
- 
- At the event**
    - Oversee volunteers. Collect evaluation sheets (provided by TRUTH@WORK) from the Seminar Director. Give the evaluation sheets to the facilitator!
- 
- + 1 week**
    - Send thank you e-mails or notes to all volunteers who helped with the seminar.
    - Call TRUTH@WORK with number of men attending seminar and mail remaining balance of scheduling fee to TRUTH@WORK (\$500 if less than 50 attendees, \$1,000 if 50-99 attendees, and \$1,500 if more than 99 attendees), 9951 Crosspoint Blvd., Suite 300, Indianapolis, IN 46256
    - Package excess materials and call TRUTH@WORK with the number of boxes and the weight of each box. TRUTH@WORK will send you Authorized Return Shipment labels and instructions for a UPS pickup.
    - Insure that the Financial Coordinator pays TRUTH@WORK for the seminar binders and the per-man fees.
- 
- + 4 weeks**
    - Implement the six-week *Ministry Action Plan* materials.

1. TRUTH@WORK suggests inviting men from other churches, if space permits. Smaller churches near you may not have the resources to host an event like this, but would greatly benefit from their men attending your seminar. Consider ordering extra promotional materials (for cost) for them and feel free to copy pages of this manual to help them promote the seminar. If you provide TRUTH@WORK with addresses, we will send e-mails to area pastors and men's ministry leaders to attend your event. **\*\*Churches that have hosted community-wide events have recommended to obtain a commitment for a certain number of men from participating churches and collect registration costs up front for the number of participants, as well as for any promotional materials.** For example, if they think they can have 25 men attend, have them pay the registration fee for them up front. Include at least one man from each participating church on your planning committee and also encourage them to develop a leadership team at their own church.
2. It is critical to keep your Senior Pastor as involved as possible. Connect with him every two weeks for a regular "executive" summary. Keep it short—maybe an occasional e-mail. Give the Senior Pastor the confidence that you are proceeding in a Godly manner, developing a seminar that he can endorse with a follow-up plan to sustain spiritual growth.
3. It is critical that you call in the Final Attendance Estimate 12 days before the beginning of your seminar. This allows TRUTH@WORK to pack and ship materials in time for your seminar. We recommend setting up a "teaser" book table the weekend prior to the seminar. This tends to generate interest, thereby increasing attendance. **TRUTH@WORK cannot insure your materials will arrive in time for the seminar without this estimate 12 days out.**
4. The items listed under "Day of Seminar" could be handled by someone else, but they are listed here as your responsibility. They are too important to risk having someone "drop the ball." Particularly, if you pick up the facilitator, have someone else at the church responsible for set-up.



**Suggestions:**

1. Include at least one of your pastors in your leadership group as you plan and prepare for the seminar.
2. If other churches want to be involved early, get them involved on your leadership team, and encourage them to go through the planning process separately to establish goals for their own church.
3. If you have more men attend than expected and run out of Session Outlines, you have our permission to copy them on site for the extra men. If this happens, call TRUTH@WORK for additional *seminar binders* to distribute after the seminar.
4. Per the contract, we would like to receive an audiotape of this seminar. You also have permission to videotape the seminar for distribution and sale (to the men who attend and the members of your congregation only, at cost). A copy of any recording must be sent to TRUTH@WORK. Further distribution and sale or any broadcast of the seminar will require written permission from the facilitator and TRUTH@WORK.
5. Arrange to have a qualified man attend and be prepared to counsel one-on-one with men who may wrestle with spiritual issues at the seminar.
6. Schedule time in your Sunday Worship Service for testimonies of men whose lives were changed by the seminar.

## Program Coordinator



**Perspectives:** Your role is to create the best possible environment for God to work in the hearts of men that attend the seminar. This includes everything they experience at your church during the seminar. It involves "setting the stage" for the seminar, helping men register and feel comfortable, distributing materials, and providing props for the facilitator. If you take care of these "details," the facilitator can concentrate on ministering to the men and God can work mightily in their lives.



**Priorities:**

- 
- 11 weeks      Secure a meeting room, seating, sound system (w/wireless lapel microphone), etc. *Make intentional decisions about where you want to host the seminar. Should it be in the sanctuary or fellowship hall? Do you want the men seated theater style or at tables that would be conducive to small group discussions?*

---

  - 5 weeks      Confirm details and travel arrangements with your facilitator, ask about his music preference, arrange for his lodging at a local hotel. Complete and send him the **Facilitator Information Form**. *Check with the facilitator about any props, tables for props, and audio/visual needs. Also, ask for any special dietary needs he may have and if he prefers a non-smoking room.*
    - Decide on music: What style? What songs? Secure musicians. *Do you want the music to create an atmosphere of praise and worship or something attractive to men outside the church? What is your goal for the music and what style of music will accomplish this? What musicians are best suited to fulfilling this purpose?*

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  - 4 weeks      Delegate or set-up nursery and child-care, if necessary.

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  - 3 weeks      Decide on an emcee and go over his role (give him an agenda, the facilitator's biographical information and any announcements). *What kind of atmosphere do you want to promote? Do you want your emcee to be a member of your pastoral staff or a lay person? Who is the best person to pull it off?*
    - Plan refreshments/meals for the seminar.
    - Secure volunteers – sound system, food, clean up. *Decide how many men you will need for refreshments and clean up.*

---

  - 2 weeks      Confirm the agenda and all travel arrangements (airport pick-up and return) with your facilitator. If desired, create a seminar schedule to give to the attendees. *Communicate with the facilitator to let him know who will pick him up at the airport, where they will meet him (gate, baggage claim, or curb), who to call if something goes wrong, and where he will be staying.*

---

  - Day of event**      Set-up meeting room, sound system, facilitator props, etc.

---

  - At the Event**      Oversee volunteers.

---

  - + 1 Week         Send thank you e-mails or notes to volunteers who assisted you.

1. Be sure the room you select has enough space and adequate seating for the number of men expected. You want a good fit without the men being cramped or the room appearing empty (i.e., do not put 100 men in a sanctuary that seats 1,000). If you are working with a rectangular room, place the facilitator's back against the middle of the longer wall so more men are seated close to the facilitator. Also, be aware of entry doors to avoid those arriving late from entering the front of the room. Be sure you know how to adjust the lighting and temperature of the room.
2. We suggest seating the men at individual round tables (banquet style) instead of in rows (theater style) with a small group leader at each table. This provides a better environment for the group discussions during the seminar. Work with the Follow-Up Group Coordinator on this. Do not connect tables in long rows as this makes the groupings more difficult.
3. Arrange for an adequate sound system, including a cordless lavalier (lapel) microphone for the facilitator. Have at least two men at the seminar that know how to operate the sound system.

4. Please make either a video or audiotape of the seminar. You may need to check with the technical staff of your church on how to accomplish this.
5. Review the agenda with the facilitator. Unless you agree on changes, he will expect to follow the agenda listed in the back of this manual.
6. As you schedule music, keep in mind that Friday night's schedule is usually "tight." See the **Suggested Agenda**. You can plan more music Saturday morning. Be specific and conservative in the amount of time you give the musicians. Many that we have worked with have taken more time than was allotted.
7. To insure that your facilitator is as well prepared as possible, arrange lodging at a national chain or equivalent quality hotel. Other lodging may be acceptable if cleared by the facilitator. Have the hotel bill the church directly. If the seminar is held as part of a retreat, please arrange for the facilitator to have a private room.
8. Ask the facilitator about his meal preferences during the trip. Some would rather use their meal times to prepare. Others would welcome a meal with you or the other men of the church. If home meals are prepared, you should ask about any specific dietary needs.
9. Be sure to communicate to the facilitator how to get to the church, or how he will be met at the airport (at the gate, baggage claim area, or curb). Presume that he has never been to your city.
10. We suggest having some drinks and snacks during the seminar. There will be a break between sessions on both Friday night and Saturday morning.
11. Consider, with your emcee, the mental transition men must make on Friday night from work to the seminar. Help men refocus their minds and prepare them for the presentation.
12. Call all of your volunteers the week before the event to remind them of their responsibilities.
13. Arrive early to the seminar. Check: room temperature (it helps to start with a cold room), room set-up, podium, facilitator props, sound system, any audio/visual needs of the facilitator and any trash or "eye sore" items in the room. Have a small podium or music stand available for the facilitator's use. Most will not want to stand behind a large pulpit.
14. Test the mike and sound system 20 minutes before the start of each meeting.
15. Have a cup of water on or near the podium for the facilitator.
16. If you have meals or snacks, you will need trash cans and people assigned to clean up.
17. Supervise the volunteers at the seminar. Be aware of adjustments that may be needed in room temperature, sound system, lighting, etc.



***Suggestions:***

1. Recruit others to be responsible for details on the day of the seminar. Coordinate with the Church Seminar Director which person will pick-up the facilitator. Previous Program Coordinators have been frustrated trying to handle all the last-minute details. Discuss others' responsibilities with them thoroughly.
2. Look at what will be behind the facilitator as he speaks. Try to avoid or remove any reflective objects or "busy" artwork.
3. To heighten the effect of the presentation, we recommend 50% "house lights" (enough that men can read their Session Outlines) and 100% "stage lights" for the facilitator. If you are meeting in a sanctuary, do not light the choir area behind the facilitator. Also, adjust the lights accordingly if the facilitator uses videos, PowerPoint presentations or other audio/visual aids.

## Program Checklist #1 - Facility

This is provided only as a quick checklist. Please review the full version listed with the Program Coordinator's responsibilities.

- 11 weeks**
  - Secure a meeting room
  - Seating
  - Sound system (w/wireless lapel microphone)

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- 5 weeks**
  - Decide on music: What style? What songs?
  - Secure musicians

---
- 3 weeks**
  - Decide on an emcee
  - Go over responsibilities with the emcee (give him an agenda, the facilitator's biographical information and any announcements)
  - Plan refreshments/meals for the seminar.
  - Secure volunteers:
    - Sound system (who? \_\_\_\_\_)
    - Food (\_\_\_\_\_)
    - Cleanup (\_\_\_\_\_)

---
- 2 weeks**
  - Create a seminar schedule to give to the attendees?

---
- Day of event**
  - Set-up:
    - Meeting room
      - Seating,  Temperature,  Lights,  Trash or clutter
    - Audio/visual equipment
    - Sound system (w/wireless lapel microphone)

---
- At the event**
  - Oversee volunteers:
    - Sound system
    - Stage set-up
    - Musician(s)
    - Emcee
    - Food
    - Clean up

---
- + 1 week**
  - Send e-mails or thank you notes to all those who helped.

## Program Checklist #2 - Facilitator

- **5 weeks**
- Confirm details and travel arrangements with your facilitator, ask about his music preference.
  - Arrange for his lodging at a local hotel.
  - Complete and send him the Facilitator Information Form
- 

- **2 weeks**
- Confirm the agenda and all travel arrangements (airport pick-up and return) with your facilitator.

Friday arrival info: \_\_\_\_\_

Saturday departure info: \_\_\_\_\_

Hotel Reservations: \_\_\_\_\_

Transportation:

Airport to church \_\_\_\_\_ Church to hotel (Fri. p.m.) \_\_\_\_\_

Hotel to church (Sat. a.m.) \_\_\_\_\_ Church to airport \_\_\_\_\_

- Reimburse travel expenses to facilitator upon receipt of invoice.
- 

- **1 week**
- Submit check request for facilitator per diem (\$40 per travel night) to church accounting
- 

– **Day of the event**

- Be sure the designated person is picking up the facilitator
- Speaker props and water for facilitator
- Give per diem expenses to facilitator
- Give binder/materials fees to facilitator (\$25 per attendee if choosing option #1, \$15 per attendee if option #2 on page 21 of this manual). Make check payable to TRUTH@WORK.

## Promotions Coordinator



**Perspectives:** The most important factor in maximizing attendance at the seminar is a personal invitation extended to every man in the church. The purpose of your other publicity is to reinforce this, and encourage men to respond favorably when invited. The second critical factor is enthusiastic promotion of the seminar by your Senior Pastor. Try to design a promotional strategy that makes men feel like this event is "the place to be."



### Priorities:

- 9 weeks

- Design a promotional plan for the seminar. Use the sample plan, the **Promotional Video** and the other materials in the **Promotion Packet**. We suggest full use of our promotional material to achieve **five** "touches" with every man, including five weeks of bulletin inserts or announcements. Remember, "repetition gets results." List what you will do each week.
- Find out from the Church Seminar Director if men only or men and women will be attending the seminar.

- 6 weeks

- Implement your promotional plan. Continue with the items that you listed each week.

1. Design your promotion plan around men inviting other men to attend. The number of men who attend your seminar will most likely be between 10% and 30% of the total number of men who receive a personal invitation from another man.
2. Coordinate with the Church Seminar Director to meet with your Senior Pastor to share the Men's Event information. Ask him to attend the event, promote it from the pulpit, and mention it with other groups – inside and outside of your church. Share with him the importance of having men invite other men and ask him to communicate this concept. Remind him that the enthusiasm of the Senior Pastor is a major factor in whether or not men attend. Keep him updated on your efforts to attract men to the seminar.
3. Seek to engage each man in your church at least **five** times with the idea of attending the seminar. Place several announcements in your bulletins and newsletters in addition to the bulletin inserts provided by TRUTH@WORK.
4. Using the Suggested Promotion Plan, make a list of how you will implement your plan each week. Be diligent to follow the plan.



### Suggestions:

1. Give the Senior Pastor a suggested script and dates for making announcements from the pulpit. Show the promo video or perform skits. Attendance has increased significantly when the Senior Pastor has taken time in the worship service to have men fill out their registration forms. \*One Senior Pastor went as far as to have each man hold up their registration form and then encouraged them to fill it out right then and place it in the offering plate with a check as it came around.
2. Acquaint the men of your church with your facilitator through a phone "interview" during a regular or specially called men's meeting. Arrange to broadcast the call through your sound system to those present. Another option is a conference call with your top men's leaders. Plan the questions you want to ask before the call.
3. Organize a team to call every man in the church (women can help with this). Coordinate times with teachers to visit adult Sunday School classes to announce the event and hand out brochures. See sample script at end of this manual.
4. Put up the posters - especially outside the sanctuary and in or near men's Sunday School rooms. Use the posters and bulletin inserts. Be creative.
5. If funds are available, place advertisements in your local newspapers or air promotional messages on television and radio stations. Ask about free "public service" announcements.
6. Make the religion editor of your newspaper aware of your event. **DO NOT** spend a lot of money on fancy advertising. **Personal invitations receive the best results.**

## Prayer Coordinator



**Perspectives:** Prayers are the “smart bombs” in our arsenal of weapons to defeat the powers and strongholds of Satan. Be sure to use them. The real work of a men’s ministry is done on our knees before God. Everything else is just gathering in the harvest.



### Priorities:

- 
- 12 weeks  Continue or begin prayer for the seminar, along with the TRUTH@WORK staff team.
  - 5 weeks  Generate prayer for the seminar; gather a team who will commit to pray daily. *Produce a one-page prayer guide of specific items for which you desire prayer. Continue a weekly prayer strategy until the end of the six-week discussion groups.*

1. Use the Prayer Requests sheet at the end of this manual. Feel free to copy it, put it on church stationery or edit it for your church. Distribute one to each pastor, the men who have helped with the *planning and implementation of the seminar* and anyone else in the church that will pray.
2. Ask women’s and children’s groups to pray before and during the seminar.
3. Ask specific wives to be praying during each of the four sessions.
4. Do not stop after the seminar! In fact, the week after the seminar is crucial. Pray for men to meet with their follow-up group so the momentum is not lost. Continue through the six-week period.



### Suggestions:

1. Use the 30 items on the Prayer Requests sheet as a 30-day prayer guide.
2. Arrange a weekly meeting to pray for the seminar as a group.
3. Create a list of men to pray for by name.
4. Ask to have special prayer in the worship service for the seminar - consider prayer by pastors and laymen.
5. Suggest or organize days of fasting and prayer for the seminar.
6. Send the prayer requests out with a small "refrigerator" magnet.
7. Assign different Sunday School classes to pray for different aspects of the seminar.
8. Have people walk through the meeting room and pray as they touch the seats where men will sit.

## Registration Coordinator



**Perspectives:** How a man is greeted and registered at a seminar often sets the tone for how he hears the music, facilitator, and everything that follows. You have the opportunity in the weeks before the seminar to create anticipation in each man as he registers. Then you have the opportunity to set the tone for each man as he arrives at the seminar for how his life may be changed for eternity.



**Priorities:**

<b>- 7 weeks</b>	<input type="checkbox"/> Designate leaders at the church to answer questions about the seminar and take registrations each week.
<b>- 5 weeks Weekly</b>	<input type="checkbox"/> Begin registration and/or ticket sales. Set-up a registration table each Sunday beginning five weeks before the seminar. <i>Set-up in a high-traffic area of the church and have someone at the table before and after all regularly scheduled services. Have a poster and all the seminar materials that we have sent you on display.</i> <b>Collect registrations along with payment to ensure commitment.</b>
<b>- 3 weeks</b>	<input type="checkbox"/> Secure volunteers for the seminar. <i>A good rule of thumb is to have one greeter at each main entrance to the facility and at least two men to work the registration table.</i> <input type="checkbox"/> Greeters ( _____ ) <input type="checkbox"/> Registration table ( _____ ) <input type="checkbox"/> If your church has several entrances, consider making directional signs to help visitors find the seminar meeting room. <input type="checkbox"/> Purchase nametags.
<b>- 1 week</b>	<input type="checkbox"/> Develop a spreadsheet of all that are registered and designate if they have paid or not. Have this available at the registration tables the night of the seminar for easy check-off.
<b>Day of event</b>	<input type="checkbox"/> Set up registration table(s) and directional signs. It is best to have one table for those pre-registered and paid and another for those registering that night. If it is a large room, you may want to set up several tables, differentiating them by the first letter of the attendees' last names. For example: A-H, I-Q, and R-Z.
<b>At the event</b>	<input type="checkbox"/> Oversee volunteers: <input type="checkbox"/> Greeters <input type="checkbox"/> Registration table <input type="checkbox"/> Have your volunteers distribute and collect the evaluation sheets at the end of the last session. The facilitator will have them. <input type="checkbox"/> Ensure the evaluation sheets are collected and given to the facilitator to return to TRUTH@WORK.

1. Most churches use the registration form printed on the back of our bulletin inserts. Make extra copies if you need them. You can produce “tickets” if you desire; however, in most cases men are content to know they are “registered.”
2. Men should be able to register in two ways:
  - a. By phone and mail. Someone (usually a church staff member) should be designated to take calls about the seminar, answer questions, and handle registrations by phone and mail. Men can register by phone as “unpaid” or send in checks by mail. **Note: Securing their check is a big help in having the man actually attend!**
  - b. At the sign-up table. Most men will register at this table one of the five Sundays before the seminar. Few will register at the table the first three weeks (5, 4, and 3 weeks out); however, the table serves as a reminder and an education process to encouraging the men to think about the seminar. Most men will register the two weeks before the seminar. You may need two people at the table the last two Sundays.

3. Be sure to have the following at the table (also give these items to the appropriate church staff member):
  - a. Registration forms.
  - b. A sheet to record who is registered and whether or not each man has paid.
  - c. An envelope for checks and cash.
  - d. Bulletin inserts or flyers that each man can take with him.
  - e. Pens.
  - f. Cash to make change for those who pay cash.
4. Try to place posters on the wall beside or behind the table (not in front).
5. Collect the registrations as they come in. Mark on the registration form the amount paid. Record the registration and amount paid on the appropriate sheets.
6. Turn money in weekly to the event Financial Coordinator or church bookkeeper. Be sure the amount turned in matches the amount collected for that week.
7. Call all of your volunteers the week before the seminar to remind them of their responsibilities.
8. Obtain nametags for the number of men you expect at the seminar. Obtain two each if they are the stick-on kind (one for Friday night and one for Saturday morning).
9. Oversee the registration table set-up and operation. It should include:
  - a. A list of men who have already registered with each designated as "paid" or "not paid."
  - b. *Session Outlines* and *Seminar Binders* for each man.
  - c. A schedule or agenda for your seminar (optional).
  - d. Nametags for each man (have pens as well).
  - e. Blank registration forms for men who have not registered.
  - f. Cash box or envelope for men who have not paid.
10. Plan to have the registration table ready 30 minutes before the session on Friday night and 20 minutes before on Saturday morning.
11. Many men feel uncomfortable as they enter the church on Friday. They do not know quite what to expect, and some may not know anyone else there. Ask a few church leaders to be aware of men standing alone or looking "out of place" and make them feel welcome before the seminar starts.
12. If wives are attending the seminar, NO CHILDREN are allowed to attend – even nursing infants. Please have your greeters direct them to the room designated for childcare in order to provide the best atmosphere for those attending to hear the message.
13. Have men ready to pass out and collect the evaluation sheets at the end of the seminar. These are sent to your church in the facilitator packet shipped with the other materials.
14. At the conclusion of the seminar, collect the evaluation sheets. Give the evaluations to the facilitator.



**Suggestions:**

1. Request books and resources from TRUTH@WORK and/or a local Christian bookstore on consignment to have at your registration table.
2. You may want to personally man the church registration table each Sunday or sign-up volunteers for each week.
3. Have someone with computer skills enter those registered and produce an alphabetical list to check off at the seminar registration table. This speeds up the registration process.
4. Arrange for pre-printed nametags (by computer or by hand) for those who have pre-registered. Lay these out on another table at registration for easy pick-up. Have two sets of nametags if you use the "stick-on" type.
5. Put the Session Outlines and the Seminar Binders together for easy distribution at the registration table.
6. Have pens available to give the men for taking notes.
7. Review the evaluation sheets quickly if you want to initiate immediate follow-up for men who have made a major decision during the seminar. Make separate notes on these men so you can give every card to the facilitator. We will record the information at our office and return the cards to the church within two weeks with reports on all commitments.

**A note about the evaluation sheets:**

The evaluation sheets serve several important purposes for the church hosting the seminar, the men attending, and TRUTH@WORK. For the church, they allow you to know who came to the event and any important decisions they made, such as a first time or re-commitment of their life to Christ. For the men attending, the evaluation sheet allows them to begin receiving a free electronic newsletter/devotional from TRUTH@WORK, as well as providing information that can assure there is proper follow-up. For TRUTH@WORK, important information is collected that helps us evaluate the effectiveness of the seminar, and determine where to make improvements. TRUTH@WORK will take all of the evaluation sheets and create a list of the attendees and the decision boxes they checked off. In addition, we will return the sheets to you along with an overview of how many men made decisions and how many joined the small group follow-up studies. These are two critical indicators of the success of the seminar. Please be sure to collect completed evaluation sheets from as many men as possible.

## Follow-Up Groups Coordinator



**Perspectives:** We have never seen long-term change in a man's life apart from the regular study of God's Word. We believe that the best possible environment for this is in church-based men's discussion or discipleship groups. That is why we created this strategy. Follow-up groups are a critical part of our plan – not an after-thought or by-product of the seminar. Your role is crucial in recruiting men who will lead discussion groups after the seminar and overseeing the implementation of the six-week follow-up plan. We have ministry consultants available to advise you in this process. Feel free to contact them any time before or after the seminar (317-842-1694).



**Priorities:**

- 
- 3 weeks**
    - Select leaders for six-week discussion groups (one per seven men expected to attend), plan the follow-up logistics. *Review the plan that our faculty follows below. Inform the facilitator if you want to deviate from this plan in any way. Answer the following questions: Who will lead groups? Can any men in existing groups also lead another group? How will you encourage the men to go on at the end of the six-week Ministry Action Plan?*
    - Talk with a small group specialist at TRUTH@WORK regarding follow-up groups and resources available for groups that would like to continue meeting at the end of the initial six-week follow-up study. (Ministry Action Plan)

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  - 1 week**
    - Final pre-seminar consultation with small group specialist at TRUTH@WORK.

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  - At the event**
    - Your facilitator will help you form six-week discussion groups for follow-up. *Work with the facilitator to insure that every man who wants to be in a group is included.*

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  - Weekly after the event**
    - Provide oversight to ensure the success of the six-week discussion groups. *Work with the discussion group leaders to encourage them, hold them accountable and solve any problems that arise.*

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  - + 3 weeks**
    - Select ongoing material for groups to use at conclusion of the Ministry Action Plan study. Poll group leaders for their groups interest in continuing and plan accordingly.

1. The most important part of the follow-up process is gathering men into groups. Our faculty member will take the initiative to do this during the seminar unless you discuss it with him. We strongly suggest gathering men into the six-week groups at the seminar. Waiting, even a day or two seems to lose the momentum you generate at the seminar.
2. We have designed the Six-week *Ministry Action Plan* as an "entry level" resource for a men's discussion group. The format, content, and questions are designed to be attractive to a man who has had little or no spiritual training. You will find, however, that your most mature Christian men will also benefit from discussing these topics.

Leading a group is SIMPLE!! All a leader has to do is organize a time and place for the group to meet, ask the questions listed at the end of each session, and direct the discussion.

3. As you talk to men about leading a discussion group, be sure to mention there will be a special meeting with the faculty member. This is typically early on Saturday morning. *(Please be sure to communicate this to any partnering churches and invite their leaders to attend.)*
4. Do not ask men to leave an existing small group to lead a new one. You might suggest that they consider leading a group in addition to their current group, but do not force this.
5. Call or contact discussion group leaders the week before the seminar to remind them about it and the special meeting with the faculty member. *\*Do not forget to communicate this to any participating churches and invite them to have one or more of their leaders attend this meeting. You may want to make an announcement Friday night.*

6. TRUTH@WORK has found the following plan most effective in forming the groups:
  - a. Have the Follow-Up Group Leaders invite men to attend the seminar and sit with them.
  - b. If space allows, seat the men during the seminar at round tables (banquet style) instead of in rows (theater style) with a small group leader at each table. This provides a better environment for the group discussions. Work with the Program Coordinator on this activity.
  - c. The facilitator will mention on Friday night that six-week discussion groups will be formed on Saturday. This allows men to be thinking about whom they would like to meet with.
  - d. During a break on Saturday, the facilitator will help the men to gather in groups that will meet for six weeks:
    - i. He will recognize the group leaders and have them announce a time and place where their group will meet. (Have someone write down this information to help men join groups later.)
    - ii. He will then tell men what to do if they do not want to join a six-week group or are already in a group. He will designate another area of the room where these men will meet for Saturday's discussion or he may direct all the men to join a group, but let the other men in the group know if they do not want to make the six-week commitment.
    - iii. Then he will have the men gather around the group leader whose group they want to join forming groups of 6-8 men. (This allows for some attrition, out-of-town trips, etc.) This becomes a little hectic, but it works.
    - iv. Someone from your church should assist the facilitator as groups are forming to help facilitate groups. As groups seem to get too large, suggest that some men move into groups that are smaller. Be sensitive to those men who seem lost or do not seem to be fitting into a group and any group leaders who may not have a group of men.
    - v. After the groups have formed, the facilitator will have the group leaders get the names and numbers of the men who want to meet for six weeks and communicate again where and when they will have their first meeting.
6. Call each Follow-Up Group Leader after the first week to see how his group went, encourage him and answer any questions.
7. Have a definite plan to suggest for each group at the end of the six weeks. This should have been decided by the 3<sup>rd</sup> session of your *Men's Ministry Action Plan* meetings.



### **Suggestions:**

1. Do not "over administrate" the forming and meeting of groups. Allow friends to group together when starting new groups, while encouraging each group to include some men who do not have prior friendships.
2. Avoid "drafting" men into existing groups. This often upsets the "chemistry" of the group and/or changes the confidentiality level that the men have built with each other.
3. Have existing groups go through the *Ministry Action Plan* for six weeks so that all groups are covering the same material. If they want to stick with their current curriculum, do not force it. Remember, the goal is for your church to help men find success that matters through sustained spiritual growth.
4. Consider how momentum will be created by so many men being involved in six-week follow-up groups. Determine how this momentum could be used to enlist additional men who did not attend the seminar into small groups. For instance, have men from the Ministry Action Plan groups give a testimonial at a church service or men's meeting about how the group study has affected their life. Remember: **Capture the Momentum!**



5. Can men of the church who did not attend the seminar participate in the six-week follow up groups? YES!!  
Encourage men of your congregation to get involved in a follow-up group. They can purchase the seminar binder for \$25. \*Some churches have conducted a men's breakfast one week after the seminar and opened it up to ALL men of their congregation and plugging them into the groups formed at the seminar.
6. Some groups may like to utilize the monthly audio CD TRUTH@WORK series, or perhaps the monthly e-mail teaching of Ray Hilbert, President & Co-Founder of TRUTH@WORK. These are excellent resources for men's small groups as a versatile, innovative program that provides an ongoing curriculum. To learn more about this, please contact TRUTH@WORK at [info@truthatwork.org](mailto:info@truthatwork.org) or 317-842-1694.

## Ongoing Discipleship Ideas

**Perspectives:** Your ultimate goal should be to encourage men studying God's Word with other men. It is the Bible that changes lives. In Isaiah 55:11 the LORD says, "My word that goes out from my mouth: It will not return to me empty, but will accomplish what I desire and achieve the purpose for which I sent it." Prompting men to study God's Word is not an easy task, but one that is necessary in sustaining the momentum of your men's ministry.



### **Suggestions:**

- Review the list of suggested resources provided by TRUTH@WORK on the web site [www.truthatwork.org](http://www.truthatwork.org).
- Plan what resources you will suggest to the men who are looking to continue in a small group or move ahead in their personal study of scripture.

## **Seminar Scheduling Fees, Binders, and Materials**

### **Seminar Scheduling Fee:**

The total Seminar Scheduling Fee is determined by the number of actual attendees. In order to confirm a seminar, a \$500 non-refundable deposit must be mailed to TRUTH@WORK to officially schedule the seminar.

At the conclusion of the seminar, the remaining balance of the Seminar Scheduling Fee must be mailed to TRUTH@WORK.

The balance will be determined by the following formula:

**Less than 50 attendees:** \$500 balance due

**50-99 attendees:** \$1,000 balance due

**More than 99 attendees:** \$1,500 balance due

### **Binder/ Materials cost:**

**In order to determine the cost of materials for your seminar, you have two options to consider:**

**Option #1** - TRUTH@WORK provides seminar binders, prints materials, assembles and ships binders

**Option #2** - As the host church, provide your own binders, print, and assemble binders

### **TRUTH@WORK does not have a preference as to which option you select.**

#### **If you select Option #1:**

- TRUTH@WORK will ship you completely assembled binders 11 days prior to your event
- Five (5) days prior to your seminar, we ask that you contact TRUTH@WORK to let us know if you need more binders for the seminar. Should this be the case, we will either ship more binders to you, or the facilitator will bring the additional binders with him to the seminar.
- The cost, per attendee is \$25 if you choose Option #1.

#### **If you choose option 2:**

- 2 – 3 weeks prior to the event, TRUTH@WORK will email you all needed files to print out seminar binder materials and binder cover page.
- The cost, per attendee is \$15 if you choose Option #2.

**TRUTH@WORK does, however, require that if you choose to print and assemble the binders on your own, that the following criteria be met:**

- Seminar binders are a quality three-ring binder with a clear pocket on outside front of binder to insert cover page for the seminar.
- The seminar cover page is printed in four-color and inserted in front sleeve of three-ring binder.

**\*\* In session 3 of the seminar, attendees complete an IMAGE™ spiritual gifting assessment tool. Due to contractual arrangements with the vendor, the actual cost per attendee of the assessment tool is \$15.**

# Ticket Calculation Form

To determine the ticket price for the seminar

First, ask your church leadership if there are any funds budgeted that can be used to help underwrite the seminar.

Follow these steps:

**1. Add together the "fixed costs" you will incur:**

**Deposit:** (non refundable - reserves date and faculty).....\$500

Estimated balance of Scheduling Fee:

(based on anticipated attendees \$500 for less than 50; \$1,000 for 50-99; and \$1,500 for more than 99) .....\$ \_\_\_\_\_

Overprinting Costs (Optional) ..... \$ \_\_\_\_\_

Estimated facilitator travel costs:.....\$ \_\_\_\_\_

(We suggest budgeting \$500 for combined travel and lodging unless you know otherwise)

Estimated facilitator lodging:.....\$ \_\_\_\_\_

Facilitator per diem: (\$40 per travel night).....\$ \_\_\_\_\_

Additional promotional costs: (extra bulletin inserts, newspaper ads, etc.) .....\$ \_\_\_\_\_

Any other fixed costs: (musician, sound technician, etc.) .....\$ \_\_\_\_\_

**2. Estimate the number of men who will attend.** Estimate low for budget purposes.   
 (Your past men's events are a good indicator. Event attendance is usually between 7-12% of your total weekend worship attendance – including women and children.)

**3. Calculate the "variable costs" you will incur:**

Materials Fee \$25 per attendee x  if Option #1 from page 23..... \$ \_\_\_\_\_

Materials Fee \$15 per attendee x  if Option #2 from page 23

Meals and/or snacks \$ \_\_\_\_\_ per man x .....\$ \_\_\_\_\_

Any other variable costs \$ \_\_\_\_\_ per man x .....\$ \_\_\_\_\_

**4. Add all of the items above for your total estimated expenses:** .....\$ \_\_\_\_\_

**5. Subtract any budgeted funds available \$ \_\_\_\_\_ for a new total:**.....\$ \_\_\_\_\_

**6. Divide line 5 by the low number of men expected for "break even" amount:** .....\$ \_\_\_\_\_

**7. Round up to the nearest \$5 to simplify accounting and provide a cushion:**.....\$ \_\_\_\_\_

This is our recommended ticket price for your seminar.

## Prayer Requests

*"And whatever you ask in My name, that I will do, that the Father may be glorified in the Son." John 14:13*

1. That the hearts of God's people at the Church would be encouraged to pray for the seminar.
2. That Jesus Christ alone would be glorified.
3. That God would bless those working behind the scenes to arrange for the seminar.
4. That God would bless and protect the communications between the Church and the TRUTH@WORK office.
5. That God would use the publicity to draw men to the seminar.
6. That other churches would promote the seminar to their men.
7. That men of the Church would be bold in inviting their friends, business associates and neighbors.
8. That wives would encourage their husbands to attend.
9. That God would direct and help men respond to the invitation to attend.
10. That many non-Christian men would attend.
11. That God would prepare men's hearts for the seminar and anoint the entire experience.
12. That Satan would be bound from interfering with those who attend and the details of the seminar.
13. That finances would not be an obstacle to anyone attending.
14. That God would provide the men needed to lead the six-week follow-up discussion groups.
15. That God would bless and use the musicians and the emcee at the seminar.
16. That the technical details of the seminar would go well: sound system, lighting, heating/AC, any audio/visual used.
17. That God would bless and enrich the facilitator's own walk with God.
18. That the facilitator would stay healthy before and during the seminar.
19. That the facilitator would have safe travel to and from the seminar without delays.
20. That the Lord would speak through the facilitator to inspire and motivate each man in attendance.
21. That the facilitator's family would be strengthened and protected in his absence.
22. That the Holy Spirit would make permanent changes in the lives of the men who attend, including saving lives for eternity through Christ for those who have not yet accepted the free gift of salvation.
23. That sinful habits would be overcome.
24. That broken homes would be reconciled.
25. That broken parent-child relationships would be healed.
26. That every man who attends would get into a follow-up discussion group.
27. That God would supernaturally draw men into the right groups.
28. That many men who have never been in a Bible Study before would commit to be a part of the six-week follow-up.
29. That the seminar would minister to the staff of the Church.
30. That the Church would be strengthened as a body because of a stronger men's ministry.

# Costs for Additional Printing of Materials

## TRUTH@WORK

If you desire additional promotional materials beyond the contracted amount (500 bulletin inserts, one promotional DVD, and 10 posters), TRUTH@WORK will provide them to you at our cost, provided they are ordered at the time of the initial printing.

If you order additional promotional materials *in conjunction with the initial printing of your materials* by TRUTH@WORK, here are the charges that you will incur:

### ***Purpose To Your Work*** (Four color, 8 ½ x 11, folded once, overprinted)

Bulletin Inserts                      **TBD** per hundred up to 1,500

### ***Posters*** (Four color, 11 x 28, overprinted)

**\$4** per poster

\*Overprinting includes all pertinent seminar information: dates, times, location, facilitator, cost, etc.

**Please note:** These charges are valid only when ordered in conjunction with our initial printing of your materials. If you desire additional materials after we have already printed your promotional materials, additional charges (printer set-up fees, etc.) may apply.

## **Video**

<b><i>Purpose To Your Work Seminar three-minute promotional DVD video</i></b>	<b>\$15</b> each
IMAGE Intrinsic Motivational Assessments (Online version)	<b>\$30</b> each
IMAGE Intrinsic Motivational Assessments (paper version)	<b>\$15</b> each

## ***Phone Invitation Script for Purpose To Your Work Seminar***

Hello \_\_\_\_\_, this is \_\_\_\_\_, from \_\_\_\_\_ Church calling regarding the upcoming ***Purpose To Your Work*** seminar for the men.

How are you today? Do you have just a minute to speak with me, or did I catch you at an inconvenient time?

I want to personally invite you to attend this exciting seminar.

Have you noticed the promotional posters and items located throughout the church?

I also wanted to confirm that you received a brochure in the mail in the last few days regarding our (*Insert Date of seminar*) men's seminar.

Did you, in fact, receive the brochure?

Do you plan on attending the seminar? Will you be bringing anyone with you? If so, how many?

Do you have any questions on how to register for the seminar?

When will you be registering?

Do you have any questions regarding the seminar?

**Also, we are in need of a few small group leaders during the seminar.** Would you be willing to serve in this capacity?

*(if they have questions you cannot answer from the brochure)*

We will have someone from the church contact you.

**(If they ARE planning on attending):**

“It will really help us if you would get your registration turned in over the next couple of days. It helps us to better plan for the seminar, and it will save you money by registering prior to the cut-off date and pay only \$40 and, thus, not have to pay the “walk up” fee of \$50.

Simply for planning purposes, when can we count on receiving your registration form and payment?

**(If they are NOT planning on attending):**

I am sorry to hear you will not be joining us. Is it a scheduling conflict, or is there some other reason you are unable to be with us? Because we would love to have you come to this exciting opportunity.

Thank you so much for your time, and we look forward to seeing you at the seminar. God bless!

**(Sample Invitation Letter from the Seminar Facilitator)**

Dear Friend:

With great excitement, I look forward to speaking at the upcoming *Purpose To Your Work* seminar, February 6<sup>th</sup>—7<sup>th</sup>, 2004, at Christ the Savior Lutheran Church in Fishers, Indiana.

It is my hope you will attend the seminar. I will make this promise. If you come to this seminar, it is highly likely that you will gain a new perspective on the meaning and purpose of your life and work.

Since 1992, I have been heavily involved in leadership of men's ministry. From 1993- 98, I served as a Regional Director for Promise Keepers, and for the past 3 ½ years, I have been the men's ministry leader in my own church, where each weekend over 2,500 men are part of our local congregation.

My background is shared with you only as a means to communicate that for the past 11 years; I have had the opportunity to work closely with men, to learn their challenges and struggles, and to help them grow closer in their walk with the Lord Jesus Christ.

It seems that the single greatest issue I hear from men is their desire to find their "calling" in life, particularly as it relates to their vocation, and how they serve as the financial provider for their families. First-hand, I can tell you that men in general do not seem content in their work and careers, and therefore do not feel as though they are fulfilling their calling as followers of Christ.

As I have studied the Scriptures on this topic, I have come to the clear conclusion that a man's work is to be one of the greatest ways he is to serve the Lord. Through his work/career, a man has an incredible opportunity in the context of the marketplace to demonstrate and share the love of Jesus with his co-workers, employees, supervisors, vendors, customers, competitors, etc. In short, God wants a man to minister in the context of his work, right where he is, regardless of what he does for a living.

Feeling this issue was so prevalent in the church, in 1998, I founded **TRUTH@WORK**, a not-for profit ministry ([www.truthatwork.org](http://www.truthatwork.org)). Simply stated, our ministry's mission is to "*change the way America works by bringing the Good News of the Jesus Christ to the marketplace.*" As part of our mission to help Christian men find purpose and "calling" to their work, we have developed our *Purpose To Your Work* seminar.

We hope you feel the leading of the Lord to attend this seminar. Our experience has shown us that the men who attend these powerful sessions come away with a revitalized sense of purpose and significance, not only in terms of their work, but also in their roles as husbands, fathers, church members, etc.

I look forward to helping reach your men. If I can be of any assistance, please do not hesitate to contact me at (317) 842-1694, or e-mail at [ray@truthatwork.org](mailto:ray@truthatwork.org)

In His Service,

Ray Hilbert  
President & Co-Founder  
TRUTH@WORK

## **Suggested Seminar Agenda**

### **Friday Night**

7:00 Welcome, Prayer, Music

- 7:10 **Session 1 - Developing Purpose and Significance to Your Life/Work**
- 8:10 Small group discussion #1
- 8:30 Break and Announcements
- 8:40 **Session 2 - Understanding God's Plan and Design for Your Life/Work**
- 9:40 Small group discussion #2
- 10:00 End and Prayer

## **Saturday Morning**

- 7:30 Continental breakfast (optional)
- 7:45 **Six-Week Group Leader's Meeting**
- 8:00 Welcome, Prayer, Music
- 8:10 **Session 3 - IMAGE™-Matching Your Spiritual Gifts to Your Work/Career**
- 9:15 Assimilation of six-week groups
- 9:30 Break
- 9:45 **Session 4 - Developing Your Mission Field In The Marketplace**
- 11:00 Small Group Discussion #3
- 12:00 End and Prayer

Seminars are usually presented on Friday night and Saturday morning to leave time for other weekend activities; however, a full-day Saturday format is also available upon request. The seminar combines music (provided by the church), facilitator presentations, and small group discussions that minister to the men, while encouraging them to join the six-week groups that meet after the seminar.