

HOW TO...

7

Plan an Outreach Event for Men (Level 2)

STEP 1: Fix a date and time

Weekends and early morning are usually best for busy men who commute, whereas weekday evenings may suit others. Saturday morning is considered by many to be the ideal because apart from men who are away for the weekend, being away for an hour or two before 10am on a Saturday doesn't usually cause too many problems at home. Ensure it finishes on time.

STEP 2: Decide on the type of event

Will the event centre on a meal followed by a talk, or an activity followed by a few words about the Christian viewpoint?

STEP 3: Book a speaker

Decide what kind of speaker will be appropriate in terms of subject matter and approach. The Christian Viewpoint for Men Speakers List provides all this information. Invite the speaker well in advance because the most popular speakers are often booked a year or more in advance. Give him information about your group and a clear indication of the aim of the event. Agree with the speaker details such as how long do you want the talk to be and what kind of conclusion there will be to the talk e.g. a prayer or an opportunity to make a commitment perhaps. Ensure that the speaker and you are comfortable with what style each expects of the other, and the financial arrangements. Don't press ahead if you are uncomfortable – better to disembarrass beforehand. See *Guide No.13 ORGANISE A SPEAKER FOR A MEN'S OUTREACH EVENT*.

STEP 4: Book venue/arrange catering

Is it suitably neutral for the men you are inviting? Book well ahead. You will want a sufficiently good meal but not too costly.

Renting a suitable room in a sports or social club, or in public premises hiring private caterers, might be cheaper than a hotel or restaurant. See *Guide No.16 SELECT A VENUE FOR A MEN'S OUTREACH EVENT*

STEP 5: Arrange publicity and communications

Ensure everyone involved understands the 'who, what, where and when' of the event. See *Guide No.17 ENSURE GOOD PUBLICITY FOR MEN'S OUTREACH EVENTS*.

STEP 6: Issue invitations.

See *Guide No.17 ENSURE GOOD PUBLICITY FOR MEN'S OUTREACH EVENTS*. Your cards, letter or word of mouth invitations need to give guests plenty of notice of the date. A printed card is impressive and nowadays cheap to produce. The personal touch usually works best with a man inviting his neighbour, work colleague, relative or friend verbally and offering to take him to the event. Reminders may be appropriate. Don't disguise the fact of the Christian talk. See *Guide No.12 CHECK OFF ACTIONS FOR MEN'S OUTREACH EVENTS*.

STEP 7: On the day

A running order for the event is essential, indicating times for arrival, departure etc and who does what. The MC (see *Guide No.11 'MC' A MEN'S OUTREACH EVENT*) will take responsibility for the event. Ensure that there is something for the interested guest such as a free booklet, a suitable bookstall, details of any enquirer's discussion group/Bible study, and the next event in your series.

If you want to seek some advice in person, call Roger Green 01614 396629.

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