

THIS SECTION IS DESIGNED FOR MEN THAT HAVE BEEN IDENTIFIED AS A MEMBER OF THE IN THE ZONE TEAM. IN THIS SECTION YOU WILL FIND DETAILED POSITION DESCRIPTIONS OF EACH POSITION, AS WELL AS PHONE NUMBERS TO CALL WHEN NEEDED.

THIS SECTION OUTLINES THE DUTIES OF THE FOLLOWING:

Head Coach

Assistant Coach-Prayer Team

Assistant Coach-Volunteers

Assistant Coach-Marketing and Publicity

Assistant Coach-Post Game

The staff is critical. The staff is the coordinating body to pull the event off in the local community. Specific tasks are detailed in the following sections. The more men that is involved in the team, the better the event will be and the less stress each man will encounter.

IMPORTANT: The men that accept these responsibilities must realize the need in their community to grow men to Christ. While it is essential to get men that are currently actively involved in church to attend.

Head Coach			
Assistant Coach Prayer			
Assistant Coach Marketing			
Assistant Coach Volunteers			
Assistant Coach Post Game			

(Please fill out before first meeting)



GETTING STARTED

GENERAL SUGGESTIONS

The Head Coach should be a member of a local Church and someone well thought of the Christian community. Keep in mind that the overall supervision of and responsibility for all coaches and teams are under their control.

They must be able to motivate their coaches to function as a team and make sure they do not get bogged down in tasks better accomplished by designating responsibility to others.

Keep in constant touch with Assistant Coaches, and know where their teams are regarding fulfilling their core responsibilities.

Arrange individual meetings with each Assistant Coach periodically throughout the preparation time. This will result in no surprises near to the event.

Become familiar with the duties of each Assistant Coach, as well as the Church Coaches.

GETTING OFF TO A GOOD START

Around five months before the event, all Assistant Coaches should have been selected, notified and given their responsibilities.

Keep in mind that you should try to involve as many churches and men as possible in the planning and preparation for **GAMEDAY**.

EXECUTIVE COMMITTEE (COACHING STAFF) MEETINGS

Your Coaching Staff should meet at least monthly. As **GAMEDAY** nears, it may be necessary to meet more often. You will preside of all meetings. When it is impossible for you to attend, designate one of the Assistant Coaches for this responsibility.

MAJOR RESPONSIBILITIES

The Head Coach must serve as the spokesperson and the cheerleader for the event.

While they have selected great Assistant Coaches, getting as many men to the event as possible in your sight.

Don't allow your Assistant Coaches to think small. The more men from as many churches as possible that attend can only make your event better and reach more men for Christ.

Make sure local pastors are kept informed. This can be through meetings, emails or phone calls.

Create a checklist for each Assistant Coach, to track the progress of teams throughout the months leading up to the event.

Think BIG. Men will be watching to see how excited the Coaches are about the event.

Participate in as many television, radio and newspaper encounters as possible. Your name and voice will become synonymous with **GAMEDAY**.

Continually search out opinion leaders in the community to get them involved in the event, and solicit their support at reaching others.

Keep your team motivated. Not every church will elect to participate. Men working full-time jobs with families are going to be stretched for time; however, we must keep them on fire.

Remember, few teams ever win without a great coach. You have been selected for this position. This is not about you. This is about bringing men in your community and churches to Christ. Let's give all the glory of what will happen on **GAMEDAY** to Him. Thanks for being the Head Coach.

Structure

The Head Coach will also be an ex-officio member of all Assistant Coach's Teams. Team meetings for the Coaching Staff should occur no less than once a month during the five months preceding the event.

Complete GAMEDAY Organization

Do not stop until every Assistant Coach position has been filled. Have full discussions concerning each person. Lean heavily on the leadership of the Spirit.

Meetings

Meetings of the Coaching Staff should begin soon. The best time should be determined locally and should be planned on a regular basis. As **GAMEDAY** time approaches, the meetings may need to be more frequent.

One of the dangers in preparing for a **MAN-UP** event is to overestimate the time left before the event and to underestimate the work that must be done. We all tend to say, why get excited; we still have months before the event. Do everything that can be done now!

PRAYER TEAM

NO COACH IS MORE IMPORTANT THAN THE LEADER OF THE PRAYER TEAM.

A committee of prayer warriors should be established at the beginning of the planning process. The Coach of this team will communicate with his team, Head Coach and entire Coaching Staff.

Organization

Involve as many men and churches as possible

Don't do this alone or in a small group

Work to have men praying for **GAMEDAY** throughout the community

Involve both men and women of all ages

It would be anticipated that one man from each participating church would be active on this team

Prayer Focus

Local Church Pastors and Churches

Each Local Assistant Coach and their team of volunteers

Participating Churches and their staffs

Individual event attendees by name

Local women Bible Study and prayer groups

Communication

Special prayer requests should be communicated to the Coaching Staff

Attendees

As the process begins, men in the community should be on the weekly prayer list and prayed for individually by name.

Week Before The Event

There should be a daily prayer session with your team the week of the event. Ask all participating churches to organize prayer gatherings the week before the event.

Day Before The Event

Arrange group prayer to focus men on the event.

Event Day

A prayer team should cover the event in prayer: event team, volunteers, speakers, participants, etc.... Some groups decide to individually pray over every single seat that will occupy a man.

Follow-Up

This team may become an ongoing prayer team to pray for men in your community after the event.

ASSISTANT COACH MARKETING

Too much emphasis cannot be placed on effective publicity and promotions. We live in a society in which the demand for men's time and attention is continually being accelerated.

GENERAL INFORMATION

It pays to advertise! This is an excellent way to interest people in **GAMEDAY**. Your team should know individuals in the media and have contacts with key people in leadership with the local newspaper, radio stations, TV, billboard advertising, public relations and printing firms.

Honoring the Person, Spirit, and message of Christ should be foremost in all that is done. Keep in mind this is an event to praise and study Jesus Christ.

The date, time and place should continuously be before the men in your community. Repetition is vital. The average person must hear something six times before he will remember it. "Say it often! Keep it simple! Make it stick."

Media materials will be made available to you and your team to download through www.manuplive.org.

MEDIA SCHEDULING SUGGESTIONS

Adequate publicity through every medium available is important and is surpassed only by the proper scheduling of the information. Most local news media will be curious about the event.

LOCAL NEWS OUTLETS

Immediately upon agreeing to be a participating church, the first NEWS RELEASE should go to every newspaper, magazine, radio, television, internet, and website you intend to use. Make sure you cover the entire area whether they are daily, weekly, bi-weekly or monthly. Don't forget public access television and community bulletin boards on cable.

During the time leading up to the event, consistent news stories and pictures of your staff working and planning should be featured in the media. It should highlight the members of your team, the churches being represented, and the work you are doing with the event.

Four weeks before the event, a pastor from the community could be interviewed each week and run in the news with a picture of the pastor. A supporting pastor should be visible if possible and willing to speak on the merits of the event. The gist of the story-interview should center on why the church is involved in **GAMEDAY** and bringing it to the community.

In today's time, the most effective media might be the internet and social marketing. With most churches today having email addresses of their men, this is an excellent and cost-effective way of communicating with area church members and leaders

OUTDOOR ADVERTISING

Outside posters and flyers make a more significant impact upon a community than you might expect. Date, location and time should be printed prominently. These posters and brochures are available for download.

Yard signs have proven to be the most effective tool in some communities. Members of participating churches are encouraged to put a sign in their yard as are the local churches, businesses, men attending the event, etc.... The template for these signs can be downloaded and taken to a quick print shop for inexpensive advertising.

Billboards are usually tied up months in advance. Contact billboard representatives as soon as possible to find what is the number of billboards to get the maximum coverage of the total area.

IMPORTANT: Ask for the paper to include your information up 30 days before **GAMEDAY** begins.

Bulletin Inserts

Samples available for download

Social Media

We do not recommend the purchasing of names from lists services as we have not found them to be reliable. Lists can be secured from the following type groups:

Churches

Local Book Stores

Christian Schools

Homeschool Parents

YMCA

Local Civic Clubs

Boys and Girl Scouts Fellowship of Christian Athletes

Radio Stations

Social media is essential to the marketing of **GAMEDAY**. Many local churches and organizations are very connected through this media. The creation of a Facebook page for **GAMEDAY** in your area will make for a lasting bond for the men in the community.

A local Blog will also be useful in keeping the community informed on what is going on.

It is recommended that your team develop a website for **GAMEDAY**. You should try to secure the following address if possible:

[**www.GAMEDAY.org/\(your-city\)**](http://www.GAMEDAY.org/(your-city))

NOTE: All items are suggestions that could help in scheduling or in saving you valuable time in your planning. You may make use of some or all suggestions.

Ideas that your team create will probably be more successful than those discussed here due to your knowledge of the local culture. Please don't procrastinate; timing is critical.

ASSISTANT COACH VOLUNTEERS

This coach will have a committee that will oversee all volunteers the day before and the day of the event.

Volunteers will be needed in the following areas:

Greeting men from your church and other churches in the area Make sure parking is convenient

Ushers to assist in seating, directions, handouts, name tags Host prayer room
Clean up

Organization

Volunteers should be sought out from all participating churches Don't do this alone or in a small group

The Coach will continually speak with the other members of the Coaching Staff to identify additional volunteer needs

It would be anticipated that one man from each participating church would be active on this team to ensure that men from his church feel welcome at the event.

Name Tags

Each volunteer should be provided with a **GAMEDAY** name-tag.

ASSISTANT COACH POSTGAME

This coach will be responsible for one of the most important parts of this event—the organization of “THE PURSUIT” study groups after the event. You desire men to leave this event with the tools that will take it from a one day event to a permanent lifestyle.

GAMEDAY is just a 3-hour event, and is a ton of information for the men to digest in the short amount of time allotted. With this in mind, it is essential for you to know that the **GAMEDAY** event is meant to be a starting point, a catalyst, for a renewed awareness and commitment to God’s priority on men

Many churches maximize the effectiveness and long-term benefits of the **GAMEDAY** event by:

Using our ***THE PURSUIT*** curriculum. It is almost like a men’s ministry in a box, as it was written by our team and is being offered especially for your men. Men will leave the event and participating churches will have the tool in their hand to take back to their church to start a vibrant small group study.

We strongly recommend that men work together with other men in their church while inviting non-churched men to join them. Occasionally, men will do this follow up study at their workplace, with friends and established small groups they already attend.

By continuing after the event, men can take the information learned and share it with other men that did not attend

GAMEDAY also partners with many other Men's Ministry organizations throughout the country to provide you with additional resources that may be used after the event. The commitment should be to continue feeding men in your church. A single event is not the goal of **GAMEDAY**.

Responsibilities

Identify one man from each participating church or organization that will serve as the Coordinator for his church after the event

They should contact men before the event to invite them to sign up for a follow-up group

Each man agreeing to be the Coach at his church will be given access to download the leaders guide.

COACHING STAFF (EACH partnering church)

Teamwork is the key to a successful game and also to a successful event. Team members distribute the workload, encourage each other, and draw volunteers and attendees from different spheres of influence.

Offensive Coordinator

The Offensive Coordinator for each partnering church will need to have strong organizational and leadership skills with a strong passion for Jesus and bringing men to Christ. It will be his responsibility to oversee the involvement and attendance of the men within his local church. The Offensive Coordinator might be a church staff member, a local business executive, or a retired community leader. In any case, this person should have the respect of the church, the community, and be known as a follower of Christ. The Offensive Coordinator will be the liaison to the **Head Coach** to ensure a successful **GAMEDAY**.

Defensive Coordinator

This person will have a strong passion for the power of intercessory prayer. He will be responsible for establishing a prayer committee in his local church to

pray for all aspects of the event through the planning process and during the event. Having mothers and wives praying for this event is strongly encouraged. This man will be responsible for one of the most influential aspects of this event—the organization of continuing men’s groups after the event.

Pulpit announcement

Volunteer meeting to provide training and procedure for the event: setup, greeters, registration, resource sales, refreshments, audio/ video, clean up, etc.... Give them work schedule

Make name tags for volunteers

Continue to pray for the event and the men in your community

One Week Out

Daily prayer from team and prayer committee Continue radio spots

Bulletin announcement

Final Pulpit announcement

Contact all volunteers with final assignments and reminders Gather the men in all participating churches to pray for the event

Day Before Event

Have group prayer for the event

Coaching Staff meets for the last review of the event:

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Setup event room if necessary

InTheZoneMinistries(www.InTheZone.org)

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A NATIONAL MINISTRY FOR MEN

Event Day

Volunteers arrive early to have group prayer with **MAN-UP** team Registration committee sign-in walk-up participants and obtain email

addresses

Registration committee to collect evaluation sheets at the end of the conference

Post Game Follow Up

Any late evaluation sheets to be sent with inventory back to In The Zone Ministries office

Collect every man's email address, for the daily devotional followup sessions