

**PLEASE STOP AND CONSIDER THE FOLLOWING  
BEFORE YOU GO ANY FURTHER...**

**“Rescue those being led away to death... love...always *protects*...” Proverbs 24:11 and 1 Corinthians 13:7**

VIOLENCE is tearing our country apart. And violence has entered our houses of worship.

This seminar is NOT about how to improve your church services (and good church services are necessary). It is NOT about how to have a better song sung on Sunday morning (and that, too, is necessary).

***This seminar is about how to increase the chances of someone in your life NOT being victimized by a VIOLENT crime.*** The principles you will learn in this seminar are relevant to all situations where violence is possible (churches, schools, malls, etc). This seminar is for ALL those concerned about ... violence.

***GREETINGS!*** ON THE FOLLOWING PAGES YOU WILL LEARN HOW TO PREPARE FOR THE SEMINAR. MOST OF YOUR QUESTIONS ABOUT *HOW TO MAKE THE SEMINAR A SUCCESS* SHOULD BE ANSWERED ON THIS PAGE.

IF NOT, CALL ME (JIMMY MEEKS) AND I WILL ANSWER THEM (AND ALSO PUT THE ANSWERS ON THIS PAGE). MY PHONE IS 817.437.9693.

## **GETTING WORD OUT ABOUT THE SEMINAR IS THE BIGGEST CHALLENGE.**

- If this is not done on a *consistent basis*, the crowd will be small.
- We have conducted many seminars where the hosting church simply did not faithfully advertise the event.
- Remember this general rule - On average, people do NOT make a decision about attending an event until they hear about it *13 to 21 times*.

## **BELOW ARE OUR RECOMMENDATIONS FOR ADVERTISING.**

### **Advertise the event on your church's website.**

- Be sure to put the link to our website so people can sign up.
- Try to keep the event ad on the FRONT PAGE of your website

### **Put the event on your Facebook page**

- Try to do this at least once a week.
- Remember, people have to be reminded often before they make a decision about attending any event.
- *We do create a Facebook event page for your seminar.* If you have *already scheduled* an event, go to the webpage on our website that advertises it and click on the Facebook link on that page. You can share the event page with others.

## **CONTACT PEOPLE BY EMAIL**

- Try to compile an email list of possible attendees. Get the email addresses of local churches.
- Remember this: *people do not make a decision about attending until they are notified at least 13 to 21 times*. One email to someone does not “do the job.” Send out an email at least once a week.

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## **ONE OF THE MOST EFFECTIVE WAYS you can advertise the event is by *texting*.**

- Type the link to the event in a text and send it to yourself.
- Then, forward that text to your friends.
- Also, go to the website and download the flyer. Take a picture of the flyer and text it to others.

## **THE MEN IN YOUR CHURCH (and area)**

- The information given in the seminar is about far more than just “church security.” The contents of our presentations are relevant to everyone.
- In light of this, tell the ***MEN IN YOUR CHURCH*** about this seminar. Ask them, plead with them, to attend. *This info we share can save lives.*

## **YOUTH DIRECTOR AND CHILDREN’S WORKERS**

We have conducted over 400 such seminars. It has been very, very difficult to get the participation of the *youth director and children’s workers* to attend, much less participate in getting the word out. ***WE NEED THEIR HELP!***

***We will have a session on how to prevent sex crimes.*** Sex crimes occur at a much higher rate than shootings or other means of death. Even in the church, and church settings (youth camps, etc) sex crimes are in the *thousands*.

- We ask that you insist that your youth director and children’s workers attend this event. I have been stunned at the lack of participation from youth workers concerning this all-important topic.
- Have your youth director assume the responsibility of telling other youth directors and children’s workers in your area about the seminar. Encourage him/her to compile a list of possible attendees and contact them on a weekly basis.
- ***REMEMBER: We are trying to stop crimes against children. WHAT THEY LEARN IN THIS SEMINAR COULD POSSIBLY STOP THE VICTIMIZATION OF A CHILD.***

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## **HOW THE PASTOR (and other church staff) CAN HELP MAKE THE SEMINAR SUCCESSFUL.**

The pastor and staff are vitally important in making the seminar a success. We ask that he consider the following -

- Contact fellow ministers in the area and let them know about the seminar
- If he belongs to a local group of pastors (ministerial associations, etc) let them know.
- Remind his flock about the seminar every few Sundays.
- We understand that a pastor has a full schedule. We do not expect the pastor to give all his time to this, but perhaps a few minutes a week could certainly be helpful.

## **LOCAL PRESS (NEWSPAPER AND RADIO STATIONS)**

- Contact your local newspaper and radio station (if you have one) and ask them to do a story about the seminar.
- We have conducted many interviews with the press. Thus, feel free to give them our information (Jimmy at 817.437.9693) if they want to do an interview. This definitely helps to get the word out.
- You might also consider running an ad (depending, of course, on your budget)

## **TELL YOUR LOCAL POLICE, SHERIFF, ETC.**

- Have the pastor call the local police chief and the sheriff and tell them about the seminar.
- Invite them to stop by on the day of the seminar and share a word with the attendees (after all, it's "their people").
- Ask the police chief/sheriff if it would be possible to give educational credit to officers who attend.
- Ask them to send officers to the seminar.
- You might consider purchasing tickets for local officers to attend. We have seen this on several occasions.

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## WHAT TO DO ABOUT LUNCH. HERE IS WHAT WE HAVE SEEN

- Lunchtime will last about 1 hour and 15 minutes
- We can dismiss the attendees and have them go to local restaurants
- Food trucks. We have seen this on several occasions. A food truck comes out and feeds everyone. The downside of this is that if there is only ONE food truck, it makes it very difficult to get everyone fed.
- The church provides a meal and the price is included in the admission price.
- *If we have already made eating plans with your church, please disregard this section.*

## WHAT DO WE NEED ON THE DAY OF THE SEMINAR?

- Have someone (or several people) welcome attendees as they arrive.
- We do not usually check everyone's ticket. We operate on the honor system. It simply takes too long to check everyone in.
- We do (most of the time) give everyone a sticker badge when they arrive (they write their name on it).

## MEDIA NEEDS

- We use PowerPoint in our presentations
- We MUST be able to advance our own slides. Thus, we will need to have a remote control to do so.
- *If possible*, and if your church has the technology, it would be good if we could hook up our computers to the projector *from the stage*.
- We prefer a microphone that we can wear (we prefer to not have to hold a microphone, since we are also having to hold a remote control to advance our slide).
- *PLEASE HAVE YOUR MEDIA PERSON CONTACT US ABOUT THIS.*  
They can call Jimmy at 817.437.9693.

Please have TWO folding tables set up for us near the stage (books, materials, etc)

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## WHAT IS THE COST TO HOLD A SEMINAR

We have no desire to be a financial burden to your church or community. We fully acknowledge that there have been challenging times for churches.

The cost of the seminar depends on who you want the presenters to be. For example, if you wanted Colonel Grossman and Jimmy Meeks, the cost is around \$10,000. We pay all of our expenses (travel, lodging, food) from that amount.

However, we do not expect a church to come up with this entire amount. Usually, we charge admission to the seminar (about 50 dollars) and that covers our price. If the amount is less than what is needed, we ask the church to make up the difference. Thus, if we collect \$9000 in ticket sales, the church donates an additional one thousand dollars.

There are many ways the financial aspect of the seminar can be covered. We have known of churches that raised the money to bring our team. They wanted the seminar to be free for the community and were using the seminar as an outreach to the city.

Please call Jimmy Meeks ay 817.437.9693 to discuss the finances.

*Please know this ... it is an honor for us to be able to come to your church and do this. We are very grateful and trust that this will be a great blessing to your church and the people of your community.*

*And that lives will be saved (spiritually and physically!)*