

FAMILYLIFE® presents

**HOST GUIDE**

# **STEPPING UP™**

**A CALL TO COURAGEOUS MANHOOD**

**VIDEO EVENT**

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**A CALL TO COURAGEOUS MANHOOD**

**VIDEO EVENT**

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# CONTENTS

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<b>GETTING STARTED</b>	<b>3</b>
<b>PROMOTING THE EVENT</b>	<b>6</b>
<b>CHURCH PROMOTION CHECKLIST</b>	<b>10</b>
<b>FACILITATING THE EVENT</b>	<b>13</b>
Recommended Schedule for the Day	<b>13</b>
<b>FACILITATING EACH SESSION</b>	<b>15</b>
Session 1	<b>17</b>
Session 2	<b>18</b>
Session 3	<b>19</b>
Session 4	<b>20</b>
<b>FREQUENTLY ASKED QUESTIONS</b>	<b>22</b>

# GETTING STARTED

## STEP 1

### **PRAY**

*The heart of man plans his way, but the LORD establishes his steps.*

—PROVERBS 16:9

We believe that prayer is the most important detail of any ministry event. Unless the Holy Spirit is at work, the hearts of men will not be changed, no matter how thoroughly you plan and prepare. We encourage you to begin your planning with prayer and commit every part of the process to prayer. Begin praying for the men in your community, and pray for wisdom about the best location for this event.

## STEP 2

### **SECURE A LOCATION**

Once you have a location in mind, take steps to reserve the facility for the date of your event. If you plan to host the event at your church, make sure to keep your pastor and key personnel informed throughout the planning process. You can download materials for sharing more about the event at [MenSteppingUp.com](http://MenSteppingUp.com).

Beyond the church setting, we hope many other venues will be utilized to help men encounter the message of Stepping Up. Consider locations such as community centers, meeting halls, convention facilities, hotel banquet rooms, and retreat centers. In fact, some men would feel more comfortable attending at these locations. You might choose to host this event as a service to the men in your community and as an opportunity to share the gospel with them.

Once you have secured a location, make sure to check out [MenSteppingUp.com](http://MenSteppingUp.com) for promotional tips, resources, and additional planning ideas.

### STEP 3

## REVIEW YOUR LEADERSHIP MATERIALS

To host a Stepping Up event, you need the resources found in the Host Kit, plus an event manual for each guest. (The exercises and projects experienced during the event require that each man have his own copy of the manual.)

### Be sure to review:

1. This Host Guide
2. The DVDs (make sure they're working *before* the day of your event!)
3. The manual (for preparation)

Additional manuals may be purchased for \$14.99 each. For volume discounts contact [sales@FamilyLife.com](mailto:sales@FamilyLife.com).

## STEP 4

### **DECIDE THE FORMAT OF YOUR EVENT**

#### **Schedule**

You'll find a recommended schedule for the day on page 13. You can adjust this schedule somewhat, depending on how much time you've allowed for a lunch break and whether lunch will be served at the event site. We do suggest you hold to the break times between sessions as they are outlined in this guide.

#### **Cost**

The cost of your event, and the fee you charge each man to attend, is up to you. In addition to the cost of materials and location, you'll also need to consider lunch and snacks. Some men choose to make it a big event, with a full breakfast to kick off the morning and a catered lunch. Others tell their guys to brownbag it. Neither way is right or wrong. It really just depends on your men and your setting. We would encourage you to think carefully about what will make your environment most inviting to the men in your community. What can you do to help set this day apart from the normal routine of life? If a guy is going to give his entire Saturday to you, how can you design the day in a way that honors him and shows him appreciation? Think this through with a group of men who can help you plan your day. It will really add to your event if you make this a team effort. The more men involved in the planning, the more excitement will be built through their efforts and connections with other men.

Once you have decided upon a format and price, you can begin to think through how to promote your event. What follows is a promotional outline and checklist. Recruit an event planning team and discuss how you might divide responsibilities to plan for the event.

# PROMOTING THE EVENT

FamilyLife is committed to helping you have a successful event, and this guide gives you some suggestions to help you get started. There are a variety of ways you can promote your event through your church and personal connections. We encourage you to customize a plan that best fits you.

## PROMOTING THROUGH YOUR CHURCH

Note: If you're hosting your event at a venue other than a church, apply what fits and think creatively on the rest. For example, if you are not doing this as a church-based event, you might consider getting the word out through newspaper ads, posters at local restaurants or stores, radio announcements, etc.

### STEP 1

#### RECRUIT

Get some help. Depending on the size of your church, you may need to recruit several others to help you get the word out. Cast a vision of what your community would look like with stronger, godlier men.

### STEP 2

#### PLAN

Schedule your promotional strategy on a calendar (see the Church Promotion Checklist on page 10 for ideas). Ask your pastor or assigned church contact about placement and timing for the promotion.

## STEP 3

### **PROMOTE**

Aside from your personal invitation, hosting an information table at the church may be your most effective promotional tool. Make sure to have the table placed in the same area for a series of weeks so men will know where to find you. Set the table in the most visible location possible, preferably near a main entrance. (Remember, people generally have more time to stop on their way out than on their way in, so staff your table accordingly.) Be sure to always have plenty of brochures or flyers available.

#### **Other ways you can promote the event:**

- Pulpit announcements
- Bulletin inserts
- Video presentation
- Brochures, flyers, mailings
- Posters
- Announcements through classes and groups
- Personal testimonies
- Newsletter articles
- Banners
- Church website
- E-mail announcements

**Note:** Downloadable promotional resources are available at [MenSteppingUp.com](http://MenSteppingUp.com).

**GET STARTED**

Review the Church Promotion Checklist on page 10 and get started!

**PROMOTING THROUGH CONNECTIONS****Personal contacts**

- Create a contact list and determine the best way to reach out to your friends, family, neighbors, and co-workers.
- Contact the men's ministry leaders in your church and inform them of the benefits of the upcoming event. Ask each leader if he would play the promotional video or invite you to personally speak to his group.
- Use e-mail to send a special message to your friends. Be sure to include your event information and point people to the website. Or if you choose to register your unique event website, list its URL.
- Invite others by handing out brochures and flyers with your name and event information.
- Call people and make personal invitations over the phone. This is one of the most effective ways, other than a face-to-face invitation, to connect with men who might attend.

## Social networking

- Take advantage of your current social networking platforms (Facebook, Twitter, etc.) to encourage your friends to attend your event, or even host their own event.
- Send out tweets and status updates as the event draws closer.
- Keep event news up-to-date on your church's website.

## Local community

- Work with local organizations and business owners by inviting their members and employees to attend your event. Make announcements, show videos, and use newsletters and websites to create invitations and endorsements. Organizations could include
  - athletic clubs
  - schools
  - teachers' associations
  - neighborhood associations
  - music and arts organizations
  - business clubs
  - hunting clubs
  - civic clubs

# CHURCH PROMOTION CHECKLIST

**OUR EVENT DATE IS** \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Consult the calendar and count the weeks prior to your event so you can fill in your “Phase to be Completed Dates” below.

## **Planning Phase: Weeks 16–11 before event**

Planning Phase to be completed by this date, eleven weeks before event:  
\_\_\_\_ / \_\_\_\_ / \_\_\_\_

Arrange a meeting with your pastor or designated staff to request endorsement and permission to promote the Stepping Up event in your church. Make sure you cover the timing and placement of the following:

- Add the Stepping Up event date to your church calendar.
- Make pulpit, Sunday school, and small-group announcements in weeks 7, 5, and 3.
- Plan to show a promotional video (available on the website).
- Place a promotional flyer in your church bulletin in weeks 7, 5, and 3.
- Have bulletin announcements run continually after week 7.
- Set up and staff an information table from week 7 until the event.
- Start inviting men to the event.

## **Preparation Phase: Weeks 10–8 before event**

Preparation Phase to be completed by this date, eight weeks before event:

\_\_\_\_ / \_\_\_\_ / \_\_\_\_

- Watch the DVDs. It will serve you well to know the content.
- Confirm pulpit, Sunday school, and small-group announcements with church staff for week 7.
- Prepare and confirm promotional flyer with church staff for week 7.
- Recruit volunteers to help in promotion.
- Set up information table for week 7.
- Keep inviting people to the event.

## **Promotion Phase: Weeks 7–5 before event**

Promotion Phase to be completed by this date, five weeks before event:

\_\_\_\_ / \_\_\_\_ / \_\_\_\_

- Begin to staff information table weekly.
- Keep announcement with event information in weekly bulletin.
- Make pulpit, Sunday school, and small-group announcements in weeks 7 and 5.
- Put up promotional posters.
- Use promotional flyers in weeks 7 and 5.
- Take an inventory of your promotional resources and order additional brochures, posters, etc., if necessary at [MenSteppingUp.com](http://MenSteppingUp.com).

## **Registration Phase: Weeks 4–3 before event**

Registration Phase to be completed by this date, three weeks before event:

\_\_\_\_ / \_\_\_\_ / \_\_\_\_

- Continue to staff information table.
- Continue announcements with event information in weekly bulletin.
- Use promotional flyers during weeks 4 and 3, announcing the last day to register.
- Make pulpit, Sunday school, and small-group announcements emphasizing deadline to register.
- Keep inviting people to the event.
- Make sure to test the DVDs on your audio/visual equipment and make any necessary adjustments (see the Stepping Up Event Technical Guide at [MenSteppingUp.com](http://MenSteppingUp.com)).

## **Momentum Phase: Weeks 2–1 before event**

- Make sure you have enough manuals ordered for everyone attending.
- Coordinate lunch, snacks, and refreshments.
- Keep inviting men to the event.

**Day of Event: You Made It! Enjoy!**

# FACILITATING THE EVENT

The general flow of each session is as follows:

Video, part 1

Personal time (Getting Your Bearings)

Video, part 2

Group time (Circle Up)

Break

## RECOMMENDED SCHEDULE FOR THE DAY

7:30 Coffee and snacks (30 minutes)

8:00 Host gives overview and orientation (15 minutes)

### SESSION 1

8:15 Session 1, video, part 1 (30 minutes)

8:45 Personal time—“Getting Your Bearings” (15 minutes)

9:00 Video, part 2 (25 minutes)

9:25 Group time—“Circle Up” (30 minutes)

9:55 Personal time to begin developing Stepping Up Creed (10 minutes)

10:05 Break (15 minutes)

## **SESSION 2**

- 10:20 Optional: host tells part of his story (10 minutes)
- 10:30 Session 2, video, part 1 (25 minutes)
- 10:55 Getting Your Bearings (15 minutes)
- 11:10 Video, part 2 (20 minutes)
- 11:30 Break for lunch and Circle Up\*

\*This schedule allows for a one-hour lunch break and doing the Circle Up group discussion over lunch. If you choose to do the Circle Up group discussion first and then break for lunch, you will need to add thirty minutes to the rest of the schedule.

## **SESSION 3**

- 12:30 Optional: host tells part of his story (5 minutes)
- 12:35 Session 3, video, part 1 (30 minutes)
- 1:05 Getting Your Bearings (15 minutes)
- 1:20 Video, part 2 (15 minutes)
- 1:35 Circle Up (30 minutes)
- 2:05 Break (20 minutes)

## **SESSION 4**

- 2:25 Optional: host tells part of his story (5 minutes)
- 2:30 Session 4, video, part 1 (25 minutes)
- 2:55 Getting Your Bearings (15 minutes)
- 3:10 Video, part 2 (20 minutes)
- 3:30 Host offers closing comments and prayer (20 minutes)
- 3:50 Event ends

# FACILITATING EACH SESSION

Here are instructions for how to facilitate the event and examples of what you might say during each session and transition.

## OVERVIEW AND ORIENTATION

The goal here is to orient everyone to the schedule and the manual, and to build excitement for the day. Keep in mind that most of the men will have had a long week and may be tired and not fully ready to engage with the material. As much as possible, help them make the transition from a busy week. Smile. Be excited without going overboard. Help them settle in and think, “This is going to be good. I’m glad I gave my Saturday for this.”

- Welcome everyone and thank them for coming.
- Share your own excitement about the day and why you’ve been looking forward to participating in the Stepping Up event. You might even share a little bit about the need for this message, that there is much confusion about what it means to be a man today. This event seeks to bring some clarity to the issue.
- Be careful to avoid religious clichés. Stay away from saying things like “I think we’re going to be blessed by these sessions.” Keep in mind that some who have come may not regularly attend church.
- Make sure everyone has an event manual.

- Describe the basic format for the day:
  - Four sessions, two in the morning, a break for lunch, and two more in the afternoon. You'll also have a break between each session.
  - Each session will consist of
    - video, part 1
    - personal time
    - video, part 2
    - group time
- Explain the plans and locations for breaks and lunch.
- Orient them to the manual and to how it will interact with the video. Use the following talking points as a guide:
  - “Take a minute to page through it. You'll find some of what will be said onscreen is already in the manual, so you don't have to worry about taking notes. There is also a lot of extra related material in each session. Some you'll read today, but some you'll want to read later.”
  - “During each session, there will be exercises called Getting Your Bearings. During these times the video will pause for a few minutes and you'll be directed to turn to a particular page in the manual. These will last just a few minutes, but they will help you apply what you will see and hear on the video. For example, the first Getting Your Bearings is found on page 8 of your manual (turn there). After a few minutes into the first session, you will be prompted onscreen to spend a short time working through this content.”

- “Also note the Circle Up questions, like those on page 19. During these segments we’ll be breaking into smaller groups. We encourage you to meet with the same men throughout the day during the Circle Up time. Group sizes should be about six to eight.”
- “Near the back of the manual is a list of the many people you’ll see onscreen throughout the day. Their names will periodically appear onscreen, but if you forget who’s speaking, or just want to read more about them, you can turn there.”
- “Any questions? If not, let’s get started. Here is the first session of Stepping Up.”

## **SESSION 1: SURVEYING THE TERRAIN**

**Note:** On the DVD main menu, you will want to select PLAY ALL with each session. This will ensure that the countdown timers for the Getting Your Bearings exercises show onscreen, helping you keep your event on schedule.

Play video, part 1.

At the end of part 1, the video will move to a title slide. Press PAUSE and point the men’s attention to the Getting Your Bearings exercise on page 14. Press RESUME, and the video will move to the fifteen-minute countdown timer.

At the end of the fifteen-minute countdown, the DVD will automatically transition to part 2.

At the end of part 2, you’ll need to set up the group discussion time, Circle Up. There is no countdown timer for this. You’ll need to stop the DVD and bring the group back together after thirty minutes. Be sure to stay on time.

After Circle Up, in this first session only, you’ll be giving directions to the guys about building their own Stepping Up Creed. Point them to page 21 in the

manual and give a brief description of the creed. Help them understand that they'll be personalizing the creed based on what they learn throughout the day. Also point out the full creed near the back of the manual on page 77.

Give the men ten minutes to work on their creed.

Break for fifteen minutes. Tell the men you will be starting again promptly at 10:20 (if you are following our suggested schedule).

## **SESSION 2: SCALING THE SUMMIT**

We've allotted ten minutes at the beginning of this session for the host to share some of his personal story *related to the content*. If there is something about your own manhood journey that you'd like to share and that would help guys connect with you and help set up the content, then this allows you the time to do it. Make sure in doing this that you are not simply repeating the content that appears onscreen or in the manual. This time will be most compelling and helpful if you share from your own personal experience.

During this session you will follow a similar process to session 1, queuing Getting Your Bearings and part 2 of the video.

Stop the video after part 2 and instruct the men to do the Circle Up discussion. Remember that you have two options schedule-wise. You can either (1) do the Circle Up over lunch or (2) take thirty minutes to do the Circle Up, and then break for lunch. Option 2 will add thirty minutes to your day.

Explain the lunch plans. We recommend that you provide lunch at the event location if at all possible.

Remind them that the next session will begin promptly at 12:30 (or \_\_:\_\_).

## **SESSION 3: STRENGTHENING YOUR HEART**

Welcome the men back from lunch.

Again, we have allotted time at the beginning of this session for the host to share more of his personal story as it relates to the content. Only five minutes this time!

This might also be a good time to review some of the highlights of the day so far.

Point out where the first Getting Your Bearings will be for this session, page 47.

Play video, part 1.

At the end of part 1, initiate the countdown timer for the Getting Your Bearings exercise.

Play video, part 2.

Stop the video and direct men to regroup for the Circle Up discussion.

To close session 3, you might read your creed statement for the session as an example. We also suggest you address the call to faith by saying something like, “You may recall that Ricky Survine talked about the importance of knowing Jesus personally. If you have any questions about this, feel free to talk with me or [name other people that are available for spiritual counsel].” You can also point them to page 48 in their manual, to the section titled “The Courage to Surrender.”

Dismiss for break.

## **SESSION 4: SHOWING THE WAY**

Note: This session follows a similar format as session 3, with an exception at the end.

Play video, part 1.

Initiate the countdown timer for Getting Your Bearing.

Play video, part 2.

Note: Your job now is to wrap up the entire event. This is a high calling, and a very important part of the experience. Here are some instructions to help guide you. We encourage you to read through these a few times, and even watch the final segment of the video to help make the connection. Also spend some time in prayer to help guide your thoughts and emotions related to this ending. Our prayer is that the day has been extremely significant for some of the men, and that it will help propel them to take action on some challenging and significant life decisions.

Here's a brief overview of how you should approach the end of the day.

- Video ends, and the host comes up to make some concluding comments. Unlike at the end of the other sessions, the men will not break into small groups.
- Keep in mind that some of the men will be itching to go. It's been a long day and they likely have much on their mind, so make sure your comments are clear, concise, and connected to the content.
- Try to complete everything within fifteen minutes.

- Highlight any significant life-change decisions you made. This will model transparency and accountability to the men.
- Read your own Stepping Up Creed, or select a few men (in advance) to read theirs.
- Launch the men toward whatever next step your church or group has for them. If you plan to get guys started in small groups in the ten-week series of Stepping Up, encourage the men to sign up for those groups. You can also use this time to cast vision for the men to start their own groups with men outside of the church. You can do this by pointing them to the Take Five exercise, which follows the Stepping Up Creed. In fact, we would encourage you to make a big deal out of this. Some guys have never really been pushed to take this kind of step of faith. This is a way for men to do ministry without having to depend on any professional staff. They can get out in their neighborhood or workplace and start ministering to guys through this ten-week series. Challenge them to write down five names (point them to the workbook, page 75).
- Finally, if appropriate, end with a prayer of thanksgiving and encouragement. Pray for the men, that the things they learned this day would make them better men than ever before.

Review the evaluation forms to see if any significant spiritual decisions were made and develop a plan to follow up with the people who have indicated any such decisions.

# FREQUENTLY ASKED QUESTIONS

- Q:** Why choose the Stepping Up event over another video men's event?
- A:** This event was specifically designed to work in a video setting. FamilyLife wove together expert teaching, engaging stories, real-life testimonies, and humorous vignettes to help men fully experience God's design for manhood in a video event.
- Q:** May we bring our sons?
- A:** The event is targeted at men who most likely are married and have young children. However, much of the content will connect with boys and young men as well. Our assumption is that those under eighteen might not connect with content as well as those older than eighteen, but there is still much to benefit from. One other complexity is that having a boy or a young man in a group might hinder some of the sharing that could occur between men. We recommend beginning with a men-only event, and then possibly following up that event with a father-son event that can be tailored to the needs of a younger audience. You can experiment with different options to see what works best for the men in your area.
- Q:** Will I have to engage in any group discussion?
- A:** These events are designed with a group discussion component at the end of three of the four sessions. If you are concerned about this, talk with your local host to see if you can be in a group that will not intentionally call upon you until you are comfortable sharing.
- Q:** What if I register and for some reason can't come? Can I get a refund?
- A:** Each local host will need to determine how he wants to handle any cancelations and/or refunds.