TIMING IS EVERYTHING

Is there a "best time" to launch your Men's Fraternity?

YES! After years of doing Men's Fraternity and receiving feedback from hundreds of churches all over the world, we have found **the most successful Men's Fraternities begin in the early fall and conclude in the early spring.** The first half of the fall series is timed to end in early December, followed by a four week holiday break. The men return from the break to finish the second half of the series strong.

By far the best attended meeting time is on a weekday from 6:00 a.m. until 7:30 a.m. It is necessary to block out 1 ½ hours to allow for at least 30 minutes of small group time. The small group time is so important that some men who cannot stay until 7:30 a.m. arrange to have lunch or breakfast later in the week for their small group time.

Churches that follow this format seem to have more momentum, better attendance, and more positive feedback from their men than those who begin at any other time in the year. These are the churches that experience and enjoy growth year after year in Men's Fraternity.

I just purchased this material, what do I do until our fall launch?

You can **begin to prepare for Men's Fraternity immediately**, but it is critical to wait until the fall to launch your group. Even if you bought this material in November, it is far better to wait a year to ensure a successful Men's Fraternity. The good news is the longer you have before your launch, the more thoroughly you will be able to prepare for a quality experience with your men!

Use your time to:

- Personally watch all the DVD sessions and decide if you want to do a DVD presentation or master the material and teach it live to your men. (Go to *www.mensfraternity.com* for information on transcripts.)
- Share several sessions and/or the workshop DVD with a small group of your men to give them a vision for Men's Fraternity. From the group, develop a leadership team that will help you run your Men's Fraternity.
- Begin a gradual promotion effort for your fall launch through church bulletins, handouts, newspaper ads, and even testimonials in your church service from the core leaders who have watched some of the sessions. (Promotional materials may be downloaded from *www.mensfraternity.com* and *www.lifeway.com/mensfraternity*.)
- Have a late summer/early fall overnight retreat or luncheon with your men one month prior to your launch. Show a few "teasers" from one or two sessions in the Men's Fraternity series at the event to get your men excited.

Men, don't be afraid to ask for directions! For coaching and consultation on Men's Fraternity, call 501/975-5050 or visit *www.mensfraternity.com*.