

RESURRECTION BREAKFAST



MEN REACHING MEN
PLANNING GUIDE



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Introduction

Why a Resurrection Breakfast?

Would you like to . . .

- Help men build relationships with unsaved friends?
- Add new life to your men’s program?
- Involve men in evangelism?
- Get local churches active in ministry?
- See scores of unchurched men make a first-time commitment to Christ?

Your Answer: The Resurrection Breakfast!

The **Resurrection Breakfast** is an annual soul winning event held in cities across America on the Saturday morning before Easter Sunday. This event is designed to challenge Christian men from all Evangelical denominations to form a citywide effort to invite other unsaved men to attend a breakfast and to hear a special speaker with a powerful testimony.

Easter is a season that presents a unique opportunity to reach men for Christ. Hearts are normally more tender and open at this time. If properly organized, the **Resurrection Breakfast** will involve your men in an unprecedented outreach to the community. Through this method you will reach men that heretofore would not respond to a church function.

Hundreds of breakfasts have been sponsored in cities across America, Canada, the Bahamas and in other countries. The speakers have included local civic, business, and sports figures; Christian judges, governors and other elected officials; Christian movie and TV personalities; coaches; or anyone else who might have the name recognition to draw a crowd and present a soul winning testimony. The results have been fantastic—thousands of men have received Christ as their personal Savior.

We have seen firsthand what God has done through these **Resurrection Breakfasts**. Church growth has occurred during the follow-up phase of these meetings. When men accept Christ at the breakfast, cards are filled out and distributed to area pastors who can then contact the new Christians to bring them into the church and disciple them.

Our vision is to see these soul winning events held simultaneously in many major cities across our country and in small communities through a local men’s discipleship chapter. In the larger cities we are asking that the various men’s groups from different churches and denominations come together to jointly sponsor what can become a much larger citywide event. The evangelistic and church growth potential is staggering. If 100 cities would host a Resurrection Breakfast in one year, with a good attendance at each, there could be the potential to see many men come to Christ in one morning! *Please join with us in prayer that this will be a reality.*

Two Things You Need to Do

- **Read Through These Guidelines in One Sitting.**

The planning and promotion of the **Resurrection Breakfast** is very simple, but it will require you to conceptualize all ideas and details in your mind before you begin making preparations. Look carefully through each of the major areas in this planning guide so you can better understand the *concept* and *action steps*. Please pay particular attention to the section regarding *materials available for free download*. We have carefully considered the entire planning and promotion process. This guide brings to you the fruit of that labor.

- **Contact Us!**

Men's Discipleship International is ready to help you with any guidance and direction that you may need. We will be happy to share our knowledge and expertise with you. How you begin the planning is an indication of how successful the event will be. Let's do it right! If you have any questions, or need any assistance in planning, please contact us.

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Concept

The main idea of the Resurrection Breakfast is to challenge Christian men to invite an unsaved male friend to a Saturday morning breakfast prior to Easter Sunday.

We have three goals in mind. **First**, this is to be a soul winning event with the intent of reaching men for Christ. **Second**, we want to help Christian men accept the challenge to be greater men of God and get involved in ministry. **Finally**, we see a need for men to build bridges of friendship with what we call "men on the fringe." These are unsaved, unchurched, or now "dechurched" men. As an interesting side note, *according to researcher George Barna 85 percent of all nonchurched adults have had a previous prolonged period of time during which they attended a church.*

An added feature of this outreach is the "built-in" follow-up that naturally occurs when a man accepts Christ. Discipleship begins when the friend who brought him to the breakfast then invites him to church.

The concept works well as an interdenominational citywide event or as a state, district, or local church event. **In planning, bear in mind that a man should not have to drive more than 50-60 miles (100 kilometers) to attend this meeting.** If the Resurrection Breakfast is sponsored by a state, regional or territorial group, several breakfasts may need to be planned so as to include the entire constituency.

Sponsors

The **Resurrection Breakfast** can be sponsored by any group of men—a state or territorial lay board, a district or local church men’s group, or any group of believers who want to get together to reach men for Christ.

Size

The size of this event is not important. We do suggest that, if possible, a goal be set to reach at least 100 men (50 men of the church reaching 50 unsaved). We would consider a large breakfast to be between 300-700 men. It is quite possible that a local church men’s group could sponsor an event such as this in a smaller town and it would be acceptable to have fewer men in attendance, half of which would be unchurched. *Note: Avoid at all cost the breakfast becoming only a fellowship of believers.*

Key Ingredients

- **Begin each planning session with prayer** so that all involved can share the burden of winning lost friends and restoring hurting men to Christ.
- **Recruit workers** that are willing to pay the price of diligence and faithfulness.
- **Provide an interesting, anointed speaker** who can effectively relate to the men and convey his personal relationship with the Lord Jesus Christ.
- **Frequently remind** the men of the importance of bringing an unsaved friend, relative, or coworker to the breakfast.
- **Make sure that the speaker**, or a designate, offers an opportunity for men to receive Christ as their personal Savior.
- **Provide a place to pray** with men who wish to make this commitment.
- **Assist in the immediate follow-up** of the new converts (preferably by those who bring them). A commitment card and other excellent materials are available for free download at www.coglifebuilders.com.

Interdenominational

The goal of this meeting is to reach as many men as possible with the good news of Jesus Christ. In order to do this, men from all Evangelical denominations should be involved in inviting unsaved (unchurched) friends. Any born-again believer should be afforded the opportunity to participate in inviting a friend to the breakfast.

Use of Our Logos and Artwork

The name “Resurrection Breakfast” and all logos and artwork are the property of Men’s Discipleship International. Anyone receiving this planning guide from us has our permission to use the logos and artwork to plan and sponsor a breakfast. These items are available for viewing and download on our website, www.coglifebuilders.com.

Action Steps

Form a Steering Committee

Begin with men you can count on to be there when you need them and who will get the job done.

The First Meeting

As leader, share your burden for unsaved men in the community. It would be a good idea to begin with group prayer. Ask the men to focus on someone they know who is not a believer and allow plenty of time to pray.

Explain the concept as presented in this planning guide before asking for volunteers and making assignments.

Assign areas of responsibility. Just one person, or a group of men, depending on the size of the breakfast, can do these jobs. The various duties are explained throughout the remainder of this guide.

- Finance
- Facilities (location)
- Speaker selection
- Printing
- Promotion
- Program (music and worship)
- Ushers and greeters

This core group should consist of at least 8-10 men. Any group of committed Christian men can participate such as church council, elders, prayer group, or any lay leaders. Some of the other members could be:

- A member of a local Gideon's Camp
- Christian Businessmen's Committee
- Fellowship of Christian Athletes
- Or any group such as these

Form the steering committee well in advance of the **Resurrection Breakfast** in order to allow the other committees time to function properly.

Location of Meetings

The best place for the steering committee to meet is where the actual **Resurrection Breakfast** will take place. This will allow all committee members to familiarize themselves with the surroundings and to be comfortable with the physical arrangements.

Frequency

It is suggested that the steering committee meet several times during the planning and promotion of this event. Many details simply cannot be ironed out in only one or two meetings.

Other Needs

- Assign someone to take notes at all of the meetings, i.e., prepare minutes and be responsible to mail them to all members of the steering committee. This person should also establish a committee mailing list with addresses, phone and fax numbers and e-mail contacts.
- Ask someone to be responsible to contact committee members to remind them of the time and place for each meeting.
- Establish a method of financial accountability for the handling of all funds related to the breakfast.
- Make sure an agenda is prepared for each meeting, so the time of busy men will not be wasted deciding what to discuss.

Select and Confirm the Meeting Place

In order to reach the “fringe” men that we have been talking about, it is best not to schedule the **Resurrection Breakfast** at a local church. Most unchurched men are reluctant to visit our “sacred acre.”

Since many hotels and meeting rooms are booked many months in advance, you should immediately look for a hotel, or other meeting place with the following qualifications:

- Acceptable quality—Look for superior service and quality meeting rooms.
- Accessibility—The venue should be easily accessible to all attending. For example, it should be centrally located.
- Reasonably priced—The cost of the breakfast should be affordable. Attempt to offer a complete and tasty meal while at the same time covering all expenses. For example, if the meal cost is \$7.50 per man, perhaps the ticket charge should be \$10.00.
- Be cautious about contracts! Many hotels commit the sponsoring group to pay for an agreed number regardless of the actual attendance. Work very closely with the meeting facility to assure that everything is confirmed prior to any promotional printing. **Identify a competent contact person at the meeting facility and get to know him or her personally, but be prepared for personnel changes that can occur frequently.**

Select and Confirm the Speaker

The planning process has now reached a critical stage. The selection of the speaker is vital to the success of this meeting. It is permissible to use a layman or clergyman. The ideal speaker is a layman, such as a sports figure with some recognition who will be a “drawing card” for all men, including unsaved men. It is best to use a person who will share his personal testimony briefly (20-30 minutes).

The idea is not to have a “preachimony” or a heavy preaching service. Look for someone who, as part of their presentation, can share the steps one has to take in order to be born again. The leadership should really make this a matter of prayer, and the whole group should agree upon the final choice. The acceptability of the speaker by the men in attendance will determine whether or not the breakfast is successful.

All the terms of the speaker’s invitation should be in writing. Verbal contact should first be made with the speaker, followed by a letter. Details concerning the honorarium, travel, food and lodg-

ing should be agreed to and understood by everyone up front.

Prepare a Budget

A sample budget form is included in this planning guide. It may be necessary to add or delete certain items based on specific local needs.

Print Advertising Materials

The following items need to be printed and are available for free download.

- Four-color posters
- Tickets

Advertise the Breakfast

- Mail the promotional letter (see sample letter in this packet).
- Put posters in strategic locations.
- Promote in area churches and other denominations.
- Promote among business and professional people.

Additional Ideas

Design a schedule of promotion for Christian business and professional people. This will include the Full Gospel Businessmen's Fellowship International, International Fellowship of Christian Businessmen, Christian Businessmen's Committee, Fellowship of Christian Athletes, members of the National Coalition of Men's Ministries, Men of Integrity, Christian corporate leaders, etc. Plan a strategy for distributing a promotional brochure/poster and other advertising to your mailing list. Be sure to include a way for them to contact you to commit and confirm ticket purchases, etc. Use the media to help promote the meeting! Design a schedule for promotion including newspaper advertisements, television and radio coverage, denominational periodicals and newsletters, mailings to constituents of involved churches, as well as a mailing to area pastors.

Promote the Event

Now that the steering committee is formed, the budget has been prepared, the speakers and workers selected, and all of the printed material is ready, we begin the important stage of promotion. Here are the steps involved:

- **Schedule personal visits to churches, local men's groups, Full Gospel Businessmen's Fellowships, or anywhere Christian men are meeting.** At this time, distribute posters, explain the meeting concept, and give challenges to the churches or groups to buy tables.
- **Use the concept of tickets "sold as tables." Very important**—it is best to sell tickets according to the number of seats per table (up to 10 each). For example, a church is challenged to buy three

tables, which will hold 30 men, and then the church will challenge 15 of its male members to bring 15 unsaved men to the meeting. This is a very crucial point since it helps build momentum, and it is difficult to fill a huge room if you sell individual tickets at first. Additionally, many businesses or individuals may wish to sponsor one or more tables.

- **Send letters advertising the meeting.** (See sample letter.)
- **Use poster.**
- **Make phone calls.** Call everybody! Get the word out; make sure people know that the **Resurrection Breakfast** is happening in their community.
- **Make personal contacts.** It is recommended that you contact everyone you know to announce this meeting. Call influential businessmen in the community who will encourage men to attend this meeting.
- **Send sign-up sheets to the churches.** In one of the mailings to the churches, send a printed sign-up sheet for placing on the bulletin board or table in the church foyer. This will remind men to sign up early to secure their places at the breakfast.

Activate Program Committee

Select Song Leader, Moderator, Musicians

Careful consideration should be given to the selection of the song leader since he is the first person on the program. The man selected should be experienced in making men comfortable and encouraging them to sing, especially those who are not frequently in church.

The musicians should be capable of handling any task they are asked to do in the music area. Once selected, they should be informed of the committee's expectations. As with the speaker, if there are honorariums for the song leader and/or the musicians, these should be agreed to and understood by everyone up front.

The moderator should have a sense of humor and be a good communicator. However, he should not be a "wordy" person, but rather, capable of keeping the meeting flowing.

Prepare the Program

Here is a sample Order of Service:

- Welcome/Greeting/Opening Prayer
- Meal
- Choruses
- Special Songs (1 or 2)
- Introductions
- Speaker
- Commitment
- Closing (sign commitment card, receive offering, mention Bibles, books, and tracts for the men if you decide to make these available)

Prepare the Hotel Room for the Breakfast

- **Print a banner** (if possible). It should be 20-30 feet (7-10 meters) long to be placed behind the head table with the **Resurrection Breakfast** logo and a big **“W E L C O M E”**.
- **Secure an adequate sound system.** Many hotels and other meeting rooms have inadequate sound systems. Perhaps a local church will provide a sound system to assure proper amplification. Be sure to check on this important item.
- **Arrange the head table.** Prepare place cards for each person and place them on the table well in advance. The head table should seat no more than 12 people.
- **Request the meeting facility to number the tables.** In this manner groups of men can be directed to their table with ease.
- **Save a table close to the front for the musicians and other special invited guests.**
- **At the close of the meeting, collect all offering (gift) envelopes and commitment cards.**

Other notes

- Pick up the speaker at the airport.
- Secure a hotel room for the speaker.
- Receive an offering and give the men the opportunity to share a gift of money. This money can be set aside to help sponsor a breakfast the following year. It is acceptable to receive an offering for the speaker in a tactful way following his message.
- Forward movement. Because there will be many unchurched men at the **Resurrection Breakfast**, there should be *no* “forward movement.” It is best that each man pray at his table. Remember that a Christian invites each one and the one-on-one commitment would be most practical at this point.

Assign Ushers and Greeters

Ushers and greeters should be selected to assist during the actual event. They should help sell and/or collect tickets at the door, assist with seating, distribute programs and other literature, and help with commitment cards, obtain names and addresses, etc. Greeters should help to welcome special guests, seat them in the designated areas, and make all participants feel at ease. Also, both the ushers and greeters can assist with the offering.

Resources

Materials available for downloading free

- Event Program
- Tickets
- Commitment Card
- Report Form
- 1 On 1 Invitation Card, <http://trinityonlinesolutions.com/contact-info> (Note - There is cost for opersonalization)
- Logos
- Poster
- This Planning Guide

Sample Promotional Letter

(Resurrection Breakfast Logo)

(Date)

(City, State, Zip)

Dear Pastor or Men's Leader [personalize if possible]:

We are very excited about a special meeting coming to [your city]. It is the *Resurrection Breakfast* scheduled for Saturday morning, [date]. Please accept our cordial invitation to attend this men's event with us. I am sure that you face the same dilemma as many leaders do—the challenge of getting men involved in helping others to know about Jesus Christ. We are offering you a prime opportunity to be involved in a soul winning event that will activate laymen, as well as help lost men to hear about the Savior.

The concept is simple: It is a breakfast on the Saturday morning before Easter. It is for all men, and it is time for Christian men to invite their unsaved loved ones, friends, and business associates to come to a meeting where the gospel will be presented. Our keynote speaker is [name of speaker]. We know that he is a man who has a dynamic testimony of the saving grace of Jesus Christ. This will be a time of celebration and commitment for men as we worship together.

We are counting on you. Will you help us? Will you place one of the enclosed posters on your bulletin board and give the other one to a leading layman in your congregation? If possible, we would like for you to challenge each man in your church to buy a ticket for himself and for an unsaved friend. We are selling tickets by tables. We would like for you to buy at least one table at the cost of [price] per ticket—which would be \$[total price] per table. This will be a time for you to encourage your men to become real soul winners.

Please pray about this and order your tickets soon.

In His service,

[name]
Steering Committee

Enclosures—Poster, Sign-Up Form

Sample Budget

(Be sure to add the projected costs of any new items you have created locally that are not part of the original packet).

1. Steering Committee Meeting Expense	\$ _____
2. Decorations/Set-up (if necessary)	\$ _____
3. Audio Taping	\$ _____
4. Literature	\$ _____
a. Poster	\$ _____
b. Tickets	\$ _____
c. Letterhead	\$ _____
d. Envelopes	\$ _____
e. Banner	\$ _____
5. Speaker/Honorarium	\$ _____
6. Special Music/Musicians (could be donated)	\$ _____
7. Breakfast Meal	\$ _____
8. Gratis Meals (for speaker and special guests)	\$ _____
9. Postage and Telephone	\$ _____
10. Event Program	\$ _____
11. Name Badges/Soulwinning Tract/Gift Envelope	\$ _____
12. Other	\$ _____
Total	\$ _____

Resurrection Breakfast

Sign-up Form

“Sharing the Life of the Living Lord With Others”

Easter time is a historic opportunity for men to reach out and share the life of our Lord with other men.

Help us by participating in the following three resurrection outreach activities.

- | | | |
|-----------------------|-------|----------------------------------|
| † The Spirit of Life | _____ | Praying for others |
| † The Voice of Life | _____ | Making telephone calls |
| † The Journey of Life | _____ | Bringing others to the breakfast |

“I am the resurrection and the life ...” (John 11:25).

“In Him was life, and the life was the light of men” (John 1:4).

“I have come that they may have life, and that they may have it more abundantly” (John 10:10).

I will be a part of the Resurrection Breakfast

Name _____

Address _____

City/State/Zip _____

Please return this form to _____