

“THIS IS A SIGN OF THE NEW EVANGELIZATION”

— DANIEL CARDINAL DINARDO,
ARCHBISHOP OF GALVESTON-HOUSTON



ATTRACTS MEN
CHANGES LIVES
CHURCH ENDORSED

TMIY

THAT MAN IS YOU!™

BECOMING A MAN AFTER GOD'S OWN HEART

WHEREVER YOU ARE IN YOUR SPIRITUAL LIFE,
JESUS CHRIST WANTS TO ENCOUNTER YOU RIGHT THERE...
AND TAKE YOU FURTHER.



That Man is You! was developed in 2004, by Steve Bollman, a former energy derivatives trader from Houston, Texas. It quickly spread throughout the United States establishing itself as one of the premier men's program in the Church today.

CONTENT

That Man is You! honestly addresses the pressures and temptations that men face in our modern culture, especially those relating to their roles as husbands and fathers. The program harmonizes current social and medical science with the teachings of the Church and the wisdom of the saints to develop the vision of man fully alive.

It is particularly indebted to the teachings of the Second Vatican Council and Pope John Paul II. Men attending That Man is You! typically consider the content to be the program's greatest strength, rating it 9.4 on a 10-point scale.

STRUCTURE

That Man is You! is designed as a 26 week interactive multimedia men's program capable of appealing to men in a media-dominated culture. It meets for 13 weeks in the Fall and 13 weeks in the Spring. Each session has three essential elements: social gathering over a meal, DVD presentation and small group discussion. The vast majority of programs run on a weekday morning and follow a schedule similar to the following:

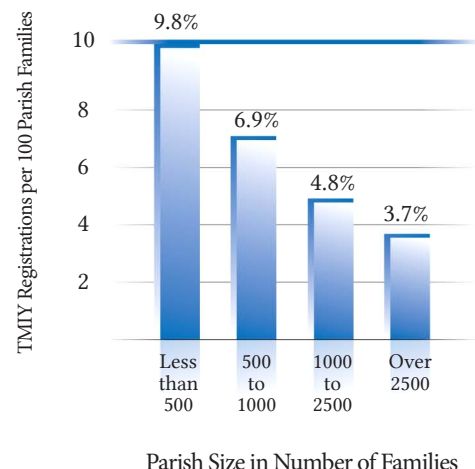
- 6:00am Doors Open for Breakfast
- 6:20am Music Video Plays
- 6:25am Welcoming Comments from MC
- 6:30am DVD Presentation
- 7:00am Small Group Discussion
- 7:30am Dismissal

"THAT MAN IS YOU! DOES A TREMENDOUS JOB OF FORMING MEN IN THEIR HEARTS TO BE DISCIPLES OF JESUS CHRIST—IN OTHER WORDS, SETTING MEN ON THAT COME FROM BEING SONS OF GOD. I HIGHLY RECOMMEND THIS PROGRAM."

TMIY ATTRACTS MEN

Internal data reveals That Man is You! to be successful at attracting significant numbers of men. A typical program will attract between 4 - 5 men for every 100 families registered in the parish. Approximately 25% of TMIY programs will attract more than 9 men for every 100 families registered in the parish.

That Man is You! is particularly successful at attracting new men, with men in the 36 - 45 age group being its largest demographic group. It is also successful in engaging "nominally Catholic" men. Independent research indicates that many men entering the program score very low on their spiritual commitment to their Christian faith.



“I WAS SHOCKED BY THE RESULTS.”

— DEACON DAVID KRUEGER, FAITH ADVISOR,
THE GALLUP POLL

FINANCING

That Man is You! is offered to parishes free of charge by Paradisus Dei, a lay ministry in the Catholic Church and an IRS 501(c)(3) nonprofit corporation. Parishes are responsible for the promotional costs of the program and ensuring that adequate A/V equipment is available.

Program participants attend the program free of charge and all materials are posted to the public access part of the That Man is You! website. Men are offered the opportunity to purchase, for a nominal price, a softbound book containing all of the PowerPoint® slides so that they can better follow the presentation. The men are expected to cover the costs of any food or beverage.

Paradisus Dei obtains the funds it needs to operate the program through two free will offerings collected from the program participants, one during the Fall semester and one during the Spring semester.

“This program is desperately needed in the Roman Catholic Church today! It is the most eye-opening and rewarding program that I have ever attended! I honestly believe this course will make Catholic men better leaders of their families, which will renew the Church and change the world.”

— TEXAS

“There were no dry eyes this morning. That alone should tell you the effect this program has had on our men... So many lives have been changed for the better. So many marriages have been turned around. So many addictions have been set aside... I could go on and on... It was evident [that] they didn't want this moment to end.”

— FLORIDA

“TMIY exposes many of the problems in our culture and addresses them with honesty and insight. Many men have changed their lives. I have never seen such a profound response.”

— COLORADO

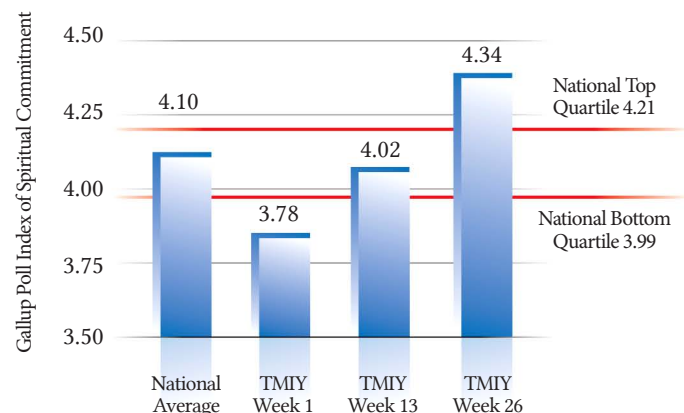
CATHOLIC FAITH AND RESHAPING THEIR
ON FIRE WITH THE COURAGE AND ZEAL
M. IT'S A GREAT GIFT TO THE CHURCH.”

ARCHBISHOP CHARLES J. CHAPUT,
O.F.M. CAP.,
ARCHBISHOP OF PHILADELPHIA

TMIY TRANSFORMS MEN

Independent research by a Faith Advisor from The Gallup Poll reveals That Man is You! to be one of the most life transforming programs ever studied. Research indicates that men entering the program in the bottom quartile on the Gallup Poll Spirit Commitment Index frequently finish the program 26 weeks later “well into the top quartile.”

True to its stated goals, this transformation is most profoundly seen in marriage and family life, men's issues including pornography and balancing work demands, and a greater participation in parish life.



Source: Faith Advisor, The Gallup Poll

SEVEN STEPS TO STARTING A TMIY PROGRAM

1

Contact us: www.thatmanisyou.org

Obtain Pastor approval

2

3

Form a Core Team

Complete Core Team Training

4

5

Order TMIY program materials

Run TMIY promotional

6

7

Launch That Man is You!

