



*Core Team Manual*



# *Contact Information*



**WEBSITE:** [www.paradisusdei.org](http://www.paradisusdei.org)

**GENERAL EMAIL:** [info@paradisusdei.org](mailto:info@paradisusdei.org)

**PHONE:** (281) 974-3541

**MAILING ADDRESS:**

Paradisus Dei, Inc.  
P.O. Box 19127  
Houston, TX 77224

# *Table of Contents*



<b>TIMELINE &amp; CHECKLIST .....</b>	<b>3</b>
<b>THE ANTICIPATION PHASE .....</b>	<b>4-10</b>
<b>THE ATTRACTION PHASE .....</b>	<b>11-16</b>
<b>THE ACTIVATION PHASE .....</b>	<b>17-18</b>
<b>THE APPRECIATION PHASE .....</b>	<b>19-22</b>
<b>PROGRAM WEBSITE .....</b>	<b>23-24</b>
<b>PROGRAM PROMOTION .....</b>	<b>25-30</b>
<b>PROGRAM MATERIALS .....</b>	<b>31-33</b>
<b>SMALL GROUP FORMATION &amp; FACILITATION .....</b>	<b>34-38</b>
<b>DONATION APPEALS .....</b>	<b>39-41</b>
<b>FREQUENTLY ASKED QUESTIONS .....</b>	<b>42-46</b>

# Timeline & Checklist



## January-March

- Contact TMIY Program Coordinator and receive Anticipation Phase file to get started.
- Begin working on the Anticipation Phase. Forming a Core Team and obtaining pastor approval are your next key steps.

## April

- Registration for TMIY opens in early April for parishes that have pastor approval and have formed a Core Team. Contact TMIY Program Coordinator to register your parish, receive Administrative Access, and a Welcome Pack.
- Begin “Seeding” the parish.

## May and June

- Hold first TMIY training. **Complete all tasks on the Anticipation Phase checklist** found in the Core Team Manual. Watch the following sections of the Training Videos: Welcome to the TMIY Family, Partnership with the Parish, Program Structure and Timeline, Anticipation Phase, Attraction Phase, and Core Team Roles and Responsibilities.

## July and August

- Order all promotional materials by July 15<sup>th</sup>.
- Begin the Attraction Phase 3 to 4 weeks prior to your launch date.
- Hold second TMIY Training. **Complete all tasks on the Attraction Phase checklist** found in the Core Team Manual. Watch the following sections of the Training Videos: Activation Phase, Appreciation Phase, Small Group Formation, Small Group Facilitation, The Power of the Small Group, Donation Appeals, Keys to Success, and Long-Term Retention and Vitality.

## September and October

- Launch TMIY within two weeks following Labor Day.
- Order Participant Books for those who are interested.
- Begin working on the Activation Phase for the three weeks following the program launch. After week 4 of TMIY, move into the Appreciation Phase for the remainder of the program.

## November and December

- Run the Fall Donation Appeal during Sessions 6-8.
- Schedule Spring start date. Attempt to line up week 18 of TMIY with the week of Ash Wednesday.
- Week 13: Conclusion of Fall Semester.

## January

- Run Spring Semester Advertising Campaign.
- Launch Spring Semester.

## February

- Order Lenten Journey Booklets.

## March or April

- Run Spring Donation Appeal during Sessions 20-22.

## April or May

- Week 26: TMIY Program Conclusion.
- Celebrate the completion of an incredible year.

# THE FOUR PHASES OF THAT MAN IS YOU!

*Parishes pass through four distinct phases while hosting the That Man is You! program (TMIY). Each of these phases is critical to the overall success of TMIY and is characterized by its own set of challenges and opportunities.*

## *The Anticipation Phase*



The Anticipation Phase includes all of the “behind-the-scenes” preparatory work necessary for launching TMIY. The four most essential tasks during the Anticipation Phase are the formation of the Core Team, receiving the Pastor’s approval, the selection of the small group leaders, and “seeding the parish”.

### ANTICIPATION PHASE CHECKLIST:

- 1) Contact That Man is You! Program Coordinator
- 2) Receive Pastor Approval
- 3) Formation of the TMIY Core Team
- 4) Register your Parish Online through TMIY Program Coordinator
- 5) Receive Administration Access
- 6) Receive TMIY Welcome Pack
- 7) Determine Program Start Date, Time, and Location
- 8) Selection of Small Group Leaders
- 9) Begin “Seeding” the Parish
- 10) Secure Necessary Audio/Video Equipment
- 11) Core Team Training
- 12) Small Group Leaders Meeting
- 13) Send Parish Tax Exemption Form to Paradisus Dei
- 14) Order Promotional Materials
- 15) Order TMIY Core Team Polo Shirts
- 16) Pray for the Success of the Program
- 17) Have Your Wives Pray for the Success of the Program

#### **1) CONTACT TMIY PROGRAM COORDINATOR**

A TMIY Program Coordinator will be assigned to each parish to help them successfully pass through each of the four phases of the That Man is You! program.

#### **2) RECEIVE PASTOR APPROVAL**

The program must receive the pastor’s approval before any further steps are taken. Though the pastor’s approval is required, it is not necessary that he be the driver behind the program. Nonetheless, his visible support greatly contributes to the success of the program.

❖ **Best Practice:** *The pastor’s visible support combined with an active Core Team frequently doubles the number of men attending the program.*

### 3) FORM A CORE TEAM OF 8 MEN

The men on the Core Team are the drivers of the program. When selecting Core Team members, there are many factors to consider. Characteristics to look for would include: faithful Catholic, passion for men's ministry, someone with the ability to bring men together and someone that can be relied upon and can accomplish their designated tasks. The Core Team is typically composed of eight men. Of these, the two most critical positions are the Core Team Leader and the Small Group Coordinator. Their tasks are as follows:

**Core Team Leader:** Has the responsibility of not only coordinating the Core Team and overall program but also interacting with the TMIY Program Coordinator. Since much of the program is facilitated online, the Core Team Leader (CTL) should have adequate computer and internet skills.

The CTL ensures that all the necessary tasks needed to run the program, even if not explicitly mentioned in the Core Team Manual, are taken care of. The CTL may handle these tasks directly, or they can delegate them appropriately based on the different skills and strengths of the members of the particular core team.

More important than any individual task, the most essential role of the CTL is to inspire the men, starting first and foremost with the core team. The fire in his heart ignites the core team, which in turn is the driving force to both bringing men into the program and keeping them coming back.

**Small Group Coordinator:** Has the responsibility of coordinating leaders of the individual small groups. Each small group has a designed small group facilitator and helper. This position is critical since well-run small groups are vital to the long-term success of the program.

**Master of Ceremonies:** Has the responsibility for making a short introduction each week prior to the start of the video presentation. That Man is You! provides MC talking points for each week. These can be found in the Class Management system.

**Registration Coordinator:** Has the responsibility to make sure that every man who signs up for TMIY on the registration card is then put into the online database. Once the program begins, he and the Hospitality Coordinator are in charge of the registration table where there should always be registration cards available for any new men.

**Audio/Visual Coordinator:** Has the responsibility to set up and understand the audio/visual equipment each week. We recommend they test each video at least one week in advance to ensure time for a replacement to be sent if it is needed.

**Materials Coordinator:** Has the responsibility to make sure each man that wants a Participant Book has one. During weeks 1 & 2, he should print out a copy of the slides for every man. These can be found in the Class Management system.

**Breakfast/Dinner Coordinator:** Has the responsibility for coordinating the preparation, serving and cleanup of the meal provided to the men each week. We recommend keeping breakfast simple so the breakfast crew does not quickly burn out. It is a good idea to purchase breakfast items that you can simply set out rather than having to cook. Suggestions include: coffee, water, orange juice, granola bars, yogurt, bananas, donuts, pastries, etc.

**Hospitality/Outreach Coordinator:** Has the responsibility of greeting the men each week when they arrive to TMIY. Along with the Registration Coordinator, he hosts a table each week that contains registration cards and temporary name badges for walk-in participants, and name badges for men who joined the week before. It is a good idea to also have a few leftover Participant Books or Lenten Journey books (during the spring semester).

While the Hospitality Coordinator's role is to welcome both new and returning participants to your TMIY group, they are also encouraged to support ongoing outreach efforts and invitations of new men to the program. Having promotional trifolds available at the registration table to support personal invitations can be helpful. Also, the person in this role is encouraged to invite men and representatives from other parishes to visit your group.

❖ **Best Practice:** *It is important to have a wide variety of men on the Core Team so as to appeal to all age groups. The age of most importance is the actively parenting father. The Core Team becomes the "face" of the program, which will become critical during the Attraction Phase. While each of the roles mentioned above is critical to TMIY, each man of the Core Team also has an essential role to help bring men to the program. His dedication to personally contacting the men of the parish regarding TMIY will make or break the program. Once TMIY is up and running, this dynamic remains. In essence, the entire role of the Core Team member could be summed up in two tasks: 1) Get the men there. 2) Keep the men coming back. The manual is simply the "how to" of those two essential tasks.*

#### **4) REGISTER YOUR PARISH ONLINE**

Contact your TMIY Program Coordinator to have your parish registered online. The Paradisus Dei website lists all parishes that are currently hosting the program. Individual men register for TMIY primarily through the promotional campaign at the parish though there is a secondary option where they can register themselves online. The Core Team Leader receives access to a class management system for all the men registered at his particular parish. Access is also available to other members of the Core Team. Parish registration begins in early April of each year.

#### **5) RECEIVE ADMINISTRATION ACCESS**

After registering your parish online, your Program Coordinator will give you access to a secure area of the Paradisus Dei website. This allows you to send weekly email reminders and notifications to your participants. You will also be able to access all of the support materials like the Guides for the MC and Small Group Facilitators and an electronic version of the Core Team Manual. Please view the Website Tutorial Videos in the Help Documents section of the website to see what tools are available and how best to use them.

#### **6) RECEIVE THE TMIY WELCOME PACK**

The TMIY Welcome Pack includes the most updated TMIY Core Team Manual, sample promotional materials, and your welcome letter. The TMIY Core Team Manual provides step-by-step instructions for each of the four phases of TMIY. Each host parish should read the TMIY Core Team Manual carefully to fully understand the tasks necessary to launch and sustain a successful program.

## 7) DETERMINE PROGRAM START DATE, TIME & LOCATION

Most TMIY programs begin the first or second week of September. The Fall Semester runs 13 weeks and should be completed by mid-December before the major rush of Christmas. The Spring Semester typically begins in the middle of January and finishes at the end of April, but it all depends on where Easter falls that year as we tie certain sessions of the Spring Semester to the Lent Calendar.

All things being equal, experience shows that the optimal time to host the program is on an early morning weekday, although Saturday mornings have grown in popularity in certain areas of the country. Although evening programs have been run successfully, they typically encounter more scheduling conflicts—both for the individual men and with parish facilities.

Once the schedule has been finalized, please update the class page of the website accordingly.

### TYPICAL MORNING SCHEDULE

6:00am Doors Open for Breakfast  
6:20am Welcoming Comments by MC  
6:25am Participant Testimonial (*Optional*)  
6:30am Presentation  
7:00am Small Group Discussions  
7:30am Dismissal

### TYPICAL EVENING SCHEDULE

7:30pm Doors Open for Refreshments  
7:50pm Welcoming Comments by MC  
7:55pm Participant Testimonial (*Optional*)  
8:00pm Presentation  
8:30pm Small Group Discussions  
9:00pm Dismissal

## 8) SELECTION OF SMALL GROUP LEADERS

The Core Team needs to select men for Small Group Facilitators and Helpers. As a rule of thumb, TMIY typically attracts approximately 5% of the men registered in the parish. Enough Small Group Leaders and Helpers should be chosen so that the larger group can be divided into groups of 10-12 men. Typically, most men on the Core Team also become Small Group Leaders.

## 9) BEGIN “SEEDING” THE PARISH

Each Core Team member and Small Group Facilitator should invite ten different men to TMIY. When this is done, 60-100 men will already know about the program before the official promotional campaign begins. This is one of the most critical aspects of ensuring a successful program.

## 10) SECURE NECESSARY AUDIO/VIDEO EQUIPMENT

The Audio/Visual Coordinator from the Core Team should contact the parish to ensure that the necessary audio/visual equipment is available to host the program. This would include:

**Laptop Computer:** To play the presentations. The audio output should hook up to the sound system/speakers and the visual output should hook up to the projector. The Presentations can be downloaded onto your laptop and played through the Parish Player or you can stream them from the Class Management Website.



**Microphone:** For the MC and any personal testimonies from the men.

**Sound System:** The sound system is of great importance and is critical to the program. When the quality of the sound is mediocre or poor, it is a detriment to the program.

**Projector and Large Screen:** The screen should be large enough for all of the anticipated men to see the presentation comfortably. For larger programs, it is recommended to have a screen that is 6' x 8'.

## **11) CORE TEAM TRAINING**

Parishes will receive Core Team Training through the Training Videos. These are available through the Parish Player or through a website link provided by your Program Coordinator. Core Team Training should be broken up into two separate training sessions.

## **12) SMALL GROUP LEADERS MEETING (2<sup>nd</sup> Core Team Training)**

Plan a meeting for all of the Small Group Leaders and Helpers to go over the Small Groups section of the Core Team manual and watch the Small Groups Training Videos. The Core Team Training Videos are broken up into two sessions. It is appropriate to have your entire core team and Small Group Facilitators view the Training Videos that pertain to small groups. The Small Group Facilitators should understand the significance of their role and responsibilities. They should each receive a copy of the information in the Small Group section of the manual.

## **13) SEND PARISH TAX EXEMPT FORM**

All program and promotional materials purchased by the parish to host the That Man is You! program are tax-exempt. Paradisus Dei is required to have each parish's tax exemption form on file. Please mail tax forms to Paradisus Dei, P.O. Box 19127, Houston, TX 77224, email them to [info@paradisusdei.org](mailto:info@paradisusdei.org), or them fax to 281-974-3541.

## **14) ORDER PROMOTIONAL MATERIALS**

A full complement of promotional materials has been professionally developed for the That Man is You! program. In all cases, the expenses associated with promotional materials are the responsibility of the host parish. Promotional Materials should be ordered by mid-July. However, trifold brochures are readily available and may be ordered earlier to aid in "seeding the parish."

**Bulletin Inserts:** Full page/fully color bulletin inserts are typically run two to three weeks prior to the launch date of TMIY. The bulletin inserts have a place reserved to list the host parish name, location, and time. All of this information can be filled out during the ordering process. An electronic PDF of the insert can be provided if the parish doesn't allow for physical inserts, and would instead like to print the insert directly into the bulletin.

❖ **Best Practice:** *Repetition in advertising is extremely important. Run the bulletin insert for two to three consecutive weeks.*

**Trifold Brochures:** These are intended to be handed to men upon personal contact. Personal contact is the most important means of attracting men to TMIY. Typically, over 75% of the men attending the program do so because someone personally invited them.

- ❖ **Best Practice:** Order enough trifold brochures to divide among the Core Team members and Small Group Leaders so that they can effectively “seed” the parish. A rule of thumb is to order enough trifold brochures to cover 10% of your parish. Example: If your parish has 2,500 families, order 250 trifold brochures.

**Registration Cards:** These cards may be placed in the pews (provided pastor approval has been obtained) and/or provided on a Registration Table to register men after Masses during the Promotional Campaign. Individual registrations made on the registration cards will need to be entered into the online registration system by members of the Core Team.

**Outdoor Banner/Posters:** Full color, high graphic resolution banner and posters have been developed to be placed at appropriate locations to bring additional visibility to TMIY.

## 15) ORDER TMIY CORE TEAM POLO SHIRTS

The image that the Core Team projects about TMIY is extremely important. A TMIY Polo Shirt should be ordered for each man on the Core Team and worn on the mornings or evenings of the program as well as during the promotional campaign.

## 16) PRAY FOR THE SUCCESS OF THE PROGRAM

Prayer is the hidden but necessary ingredient for the success of TMIY. Holy hours, Rosaries, Masses and private prayers are great means to aid in the success of your program.

## 17) ENCOURAGE WIVES TO PRAY FOR THE SUCCESS OF THE PROGRAM

Wives are very interested in the success of That Man is You! They are frequently honored to be asked to pray for the success of the program. It is not uncommon for the wives of Core Team members to organize themselves so that they pray a “rotating Rosary” with each wife offering a mystery of the Rosary each day for the success of the program.

# MEASURING SUCCESS

*A successful Anticipation Phase includes fulfilling all items on the checklist, creating an atmosphere of excitement and commitment from the Core Team and creating a “buzz” within the parish about TMIY.*

# PITFALLS

**Failure to Form a Core Team of 8 Men:** Experience shows that Core Teams with only 2-4 active men struggle throughout the TMIY program, with the number one issue being attendance and retention. A large Core Team where everyone understands their specific roles avoids placing too large a burden on any one man and is critical to the success of the program.

**Failure to Follow the TMIY Core Team Manual:** The Core Team Manual and procedures have been developed based on the experience of men from numerous parishes. Failure to follow these procedures results in numerous problems that could have easily been avoided and, in the worst case, it actually endangers the success of the TMIY program and its ability to transform men’s lives.

**Failure to Train the Core Team:** When the Core Team members do not understand their roles, numerous logistical issues are encountered and unnecessary stress is placed on individual Core Team members.

**Failure to Order Advertising Material on Time:** Failure to order TMIY program materials on time results in increased shipping costs, increased stress on the Core Team members and the potential delay of the program. Please make sure to order materials two weeks in advance.

**Failure to Diversify Core Team Members:** The members of the Core Team become the “face” of TMIY. Experience shows that when the Core Team members are drawn from too narrow of a socio-demographic group, then the program is only able to draw men who are from the same socio-demographic groups. It is important that the Core Team have members representing many demographic groups. Also, since TMIY has had a tremendous impact on men who are still actively parenting, it is strongly recommended that someone from that demographic group be given an active and visible role on the Core Team.

# The Attraction Phase



The Attraction Phase lasts for four weeks prior to the first session and includes all of those activities necessary to promote TMIY and register men for the program. The three most important activities during the Attraction Phase are 1) running the promotional campaign, 2) registering men for TMIY, and 3) resolving the first session logistics.

## ATTRACTION PHASE CHECKLIST:

- 1) Personal Contact
- 2) Bulletin Inserts
- 3) TMIY Banner and/or Signage
- 4) Pulpit Announcements
- 5) Registration Cards
- 6) Register Men for TMIY
- 7) Order Participant Books
- 8) Obtain Light Entertainment Videos
- 9) Dry Run with Core Team
- 10) Email Reminder for Registered Men
- 11) Print Name Badges
- 12) Assign Small Groups
- 13) First Session Setup
- 14) Launch That Man is You!

### 1) PERSONAL CONTACT

PERSONAL CONTACT is the most effective means for attracting men to the program. Typically, over 75% of the men who attend TMIY do so because someone else personally invited them to the program. It is the Core Team's responsibility to "seed" the parish by personally contacting men before the launch of the Promotional Campaign. Trifold brochures explaining the program are available to aid in this effort. The promotional materials are designed to validate and supplement the one-on-one contact. They are never intended to replace personal contact. In the absence of personal contact, the promotional materials will not be effective in attracting large numbers of men to the program.

❖ **Best Practice:** Challenge each Small Group Leader to sign up his own small group of 10-12 men before the launch of the Promotional Campaign. When they are successful, the "buzz" in the parish regarding TMIY is incredible. It helps to ensure a successful launch of the program.

### 2) BULLETIN INSERTS

The promotional campaign occurs on the three Sundays preceding the launch of the program and includes bulletin inserts, the TMIY banner and signage, and pulpit announcements. On two or three Sundays prior to the launch of TMIY, personalized full page, full color bulletin inserts promoting your program should be included in the weekly bulletin. It is highly recommended that the bulletin inserts be run on two or three consecutive Sundays since repetition is critical in raising the awareness of TMIY.

### 3) TMIY BANNER AND/OR SIGNAGE

Larger parishes should display the full color, high graphics resolution banner and TMIY program signage in high traffic flow areas of the parish to increase the visibility of TMIY. Smaller parishes are typically able to achieve program awareness through the TMIY signage without the use of the TMIY banner.

### 4) PULPIT ANNOUNCEMENTS

During the promotional campaign announcements are made at Mass as permitted by the parish. Most parishes have “cantor announcements,” which are brief announcements read by the cantor (or presiding priest). These should be made unless another announcement is made. Additionally, most parishes allow a member of the Core Team to make an announcement at all the Masses informing the men of the parish about TMIY. Sample announcements are included in the Program Promotion section of this manual.

❖ **Best Practice:** *The Pastor’s visible support is of tremendous value in this effort. Experience shows that the Pastor’s personal vocal support of the program is capable of doubling the number of men who participate in TMIY.*

### 5) REGISTRATION CARDS

Registration cards are available and allow men to register “on-the-spot” as opposed to going home or to the office to register online. When permitted by the pastor, registration cards are placed in the pew on the second Sunday of the promotional campaign. They should also be placed on the registration table, as well as given to Core Team members and Small Group Leaders who can offer them to men coming out of Mass. Paradisus Dei will never sell or distribute email addresses or any of their information. A valid email address is necessary for the men to receive the weekly emails the Core Team sends out each week.

❖ **Best Practice:** *Have the men register and fill out the cards on the spot. If you simply tell them to go home and sign up online, many will never do so (frequently through no ill will). The Core Team as directed by the Registration Coordinator should take all of the registration cards and input them into their class page on the Paradisus Dei website. Please note, it is easiest to register men once logged in as a Core Team Member. Every registration must be entered into the website so the registrant can receive the weekly class emails. Men must also be registered in the system to have access to video presentations in case they miss a session or would like to review it at a later time.*

### 6) REGISTER MEN FOR TMIY

On the second and third Sundays of the promotional campaign, a registration table should be placed in a high traffic area immediately outside of Mass. Men should be encouraged through the pulpit announcements to visit the registration table to learn more about the program and sign up. Core Team members and Small Group Leaders should make sure that the registration table is adequately staffed for each of the parish Masses.

❖ **Best Practice:** *Have one or two members of the Core Team at the registration table while the others are busy telling the men who are leaving Mass about the program and pointing them over to the registration table. Do not be afraid to approach men and tell them about the program. Simply sitting behind the table waiting for men to come register is not nearly as effective as going “into the crowd” and sending men to the registration table. There are countless stories of men whose lives have changed because someone was not afraid to approach them and give them information about TMIY.*

## 7) ORDER PARTICIPANT BOOKS

Participant Books should be ordered at least eight (8) working days before needed to ensure their timely delivery.

- ❖ **Best Practice:** *The best time to offer the books to the men is during the Small Group of Week 2. This will give them the first two weeks to get familiar with the program and see the value of the PowerPoint presentations. The Core Team should print off and provide the first two weeks of the PowerPoint slides to the men and have them on each chair prior to the start of the presentation. Take a head count of how many men would like to purchase a book to ensure that you order the proper quantity. After Week 2, the Core Team will no longer need to print any copies as the men should have the Participant Books in their possession.*

## 8) OBTAIN LIGHT ENTERTAINMENT VIDEOS

The program uses light entertainment videos during the meal to help provide a social atmosphere for the men. These can be DVDs if you have that built into your system, or you can stream videos from a variety of places. Videos Online can be free or purchased. Experience shows that the majority of men are very comfortable with sports highlights such as: Greatest Moment in Super Bowl History, Major League Baseball All Century Team, NBA 100 Greatest Plays, NHL Greatest Moments, and The Greatest Moments in FIFA World Cup History. Faith-based videos are also well received. These could be videos about a saint or any uplifting or interesting topic about the faith. *Under no circumstances may any off-color humor or sexually suggestive material be used. Additionally, no material of a political nature may be used.*

## 9) DRY RUN WITH CORE TEAM

A “dress rehearsal” of the first session is critical to the success of TMIY. You only get one first impression, and many men will have been convinced to give it “one try.” Make sure that all audio/video equipment is working correctly *the night before* the launch of the program. Audio/video difficulties are one of the major issues in the first session. Be sure to verify videos are working properly a week in advance.

## 10) EMAIL REMINDER FOR REGISTERED MEN

Through your host access to the Paradisus Dei secure site, send out a reminder email to all the men registered for your program. The reminder email should be sent out one week prior to the launch of the program and again the day before the launch of the program. By simply clicking on the appropriate area of the host secure site, you are able to view, edit, and send reminder emails that have been drafted by TMIY. Before sending the email, please make sure to view the tutorial video which is available on the Paradisus Dei website. These emails are crucial in activating the men who have registered for TMIY. Without the reminder email, many men simply forget about their early morning meeting through no ill will on their part.

- ❖ **Best Practice:** *It is ok to add an occasional extra note to the bottom of a pre-drafted weekly email template or to send an occasional separate email about a worthy initiative in the area. Nonetheless, our experience has shown that the more the email system is used for non-TMIY communications the more men will not open or unsubscribe from the class email. Reason being, these men gave the email address to receive updates on TMIY and their class in particular. Please note, the email system is not to be used for political purposes. We have seen the discussion of political topics cause great division within TMIY groups.*

## **11) PRINT NAME BADGES**

Through your host access to the Paradisus Dei website, print out name badges for the men just prior to the launch of the program. Their name should be printed on the badge. Watch and follow the tutorial video on name badges that can be found under the Help Documents tab once you are logged in with host access. The men should keep the same name badge for the entire program. Our template is compatible with Avery badges of size 2.25" x 3.5". A suggested kit that contains 2.25" x 3.5" badges and plastic clips is Avery 74461.

## **12) ASSIGN SMALL GROUPS**

Randomly assign small groups with a mix of ages before the first session. This prevents confusion when it is time to break into their groups. Any man may switch to another group if he feels it would be a better fit. If a man switches groups, he should simply let his group leader know.

## **13) FIRST SESSION SETUP**

On the evening prior to the launch of TMIY, the Core Team members should make sure that the setup for the next morning is **COMPLETED**. The goal is to walk in the next morning and begin receiving men. This setup will include four areas: audio/visual equipment, food service, registration table, and small group organization.

On the evening prior to the launch of TMIY, the entire audio/visual system should be set up and tested using the actual video that will be used the following day. The projection system should be adjusted as well as the sound level for both the video and the Master of Ceremonies microphone. Once the audio/visual system has been successfully tested, it should remain set up overnight.

The registration table is of critical importance for the first week of TMIY. It is essential that it be properly set up and adequately staffed for the first session. The registration table should be divided into two areas: one area for men who have pre-registered for the program and one area for men who "walk up." On the area designated for pre-registered men, badges should be laid out in alphabetical order. On the area designated for men who walk up, TMIY literature, registration cards, and temporary badges should be set up.

Small group coordination is likewise of critical importance for the first session. The Small Group Coordinator on the Core Team should have an alphabetical listing of all the pre-registered men in the program, as well as their small group assignment. It is also helpful to have a listing of each small group, the leader, the helper, and each man assigned to that small group. We encourage small group leaders to keep attendance of their groups on these listings. Finally, he should have plans for assigning men who walk up into small groups as needed.

## **14) LAUNCH THAT MAN IS YOU!**

All Core Team members should arrive sufficiently early so that the meal is prepared, the audio/visual system is properly functioning and the registration table is fully staffed before the first man arrives for the program.

When men arrive, they should be greeted and asked if they have pre-registered for the program. They should then be directed to the appropriate area of the registration table. If the man has pre-registered, a Core Team member should help him find his name badge and identify the small group to which he has been assigned. If the man has not pre-registered, a Core Team member should help him fill out a registration card, provide him with a temporary name badge, and help him determine which small group he should attend.

The registration table should be adequately staffed for the first few weeks so that new men may be appropriately greeted and integrated into TMIY. Once a man has registered for TMIY on site, his information should be entered into the online registration system and a name badge should be prepared and made available the following week.

After receiving their program materials, the men should be directed to the area designated for the meal. On the first session, it is essential to begin the transition to where people will be sitting during the presentation on time to ensure there is adequate time for the Master of Ceremonies to explain and resolve any logistical issues for the session. Groups are also free to find and select their own appropriate music videos online to aid in the process.

Following the presentation, it is essential for the Master of Ceremonies to direct the movement to the small groups. He should clearly point out the Small Group Coordinator, who should remain available to answer questions and resolve any small group logistical issues.

Before the second session, the Core Team should meet to evaluate the launch of TMIY. Plans should be made to address any issues that may have surfaced and, if necessary, to address them with the larger group.

Finally, it is important for the Core Team to CELEBRATE the successful launch of TMIY!

## MEASURING SUCCESS

*Experience shows that a well-run Attraction Phase is capable of attracting approximately 5-10% of the men registered in the parish. Example: If your parish has 2,000 families, then to reach 5% attraction you would need 100 men to register for the program. A great Core Team with a marketing focus can typically achieve a 5% attraction rate. A pastor who publicly and vocally supports the program combined with a great Core Team can frequently achieve an attraction rate of 10% or higher.*

## PITFALLS

It should be noted that for very large parishes (over 5,000 families), it is frequently difficult to attain an attraction rate of 5% or higher due to issues beyond the Core Team's control, such as facility space. A lower attraction rate can result from one of the following issues:

**Lack of Personal Contact:** Experience shows that if a Core Team relies solely on the promotional materials and does not actively and personally invite men to the program, the



number of men who register decreases dramatically. The promotional materials are designed to reinforce the personal contact. The personal contact is the driving force of the registration process. The importance of personal contact in attracting men to TMIY cannot be overstated.

**Failure to Follow TMIY Manual and Template:** Experience shows that parishes who follow the TMIY template and use the designated promotional materials have the greatest success. Those who seek to “reinvent the wheel” invariably run into trouble and have programs that suffer.

**Failure to Do a Dry Run:** Logistical and audio/visual issues inevitably arise. During the dry run or dress rehearsal, many of these issues surface and are able to be resolved. When these issues surface during the first session, they are tremendously difficult to resolve under the time pressure. The need to resolve all audio/visual issues by performing a dry run prior to the launch of TMIY cannot be overstated.

**Failure to Input All Registrations Online:** When the names of men who register via the registration cards are not put into the online registration system, the TMIY program database is incomplete. These men never receive a reminder email or name badge.

**Failure to Send Initial Email Reminders:** Men are busy. Many men will forget about individual sessions unless they receive a timely TMIY email reminder. Failure to effectively use the system ultimately leads to reduced attendance and a less successful program.

# *The Activation Phase*



The Activation Phase lasts for the first four weeks of the program and includes those items necessary to have the men who registered for TMIY start attending program sessions. The three most important activities during the Activation Phase are personal contact of TMIY participants, email reminders, and Master of Ceremonies comments.

## ACTIVATION PHASE CHECKLIST:

- 1) TMIY Record Keeping
- 2) The Effective Use of Reminder Emails
- 3) The Role of the Master of Ceremonies
- 4) Contact Registered Men who have not Attended

### **1) TMIY RECORD KEEPING**

For each session of the program, the Core Team Leader or whomever is assigned this task should record the men in attendance for the individual sessions. These numbers should be recorded on the attendance tracker in the TMIY Class Management System.

### **2) THE EFFECTIVE USE OF REMINDER EMAILS**

Each week, the Core Team Leader should send out one email reminder to the men registered for the program through the host access to the Paradisus Dei website. These reminder emails should be sent the morning before each session. Pre-drafted emails have been composed for each week of the program. The Core Team Leader may add local program specific information in the “Personalized Message” box as needed. He may preview and edit these emails before sending them. Please view the tutorial videos to learn how to check the status of sent campaigns.

### **3) THE ROLE OF THE MASTER OF CEREMONIES**

During the first few weeks, the Master of Ceremonies has the critical role of encouraging the men in attendance to help promote TMIY. The Master of Ceremonies should emphasize the opportunity for the group to grow and challenge the men to bring someone with them the following week. He should ask those in attendance to especially reach out to those men who have registered for the program, but have not yet attended. MC Guides are located in the Class Management System on the ‘Course Materials’ tab.

#### **4) CONTACT REGISTERED MEN WHO HAVE NOT ATTENDED**

The men who have registered for TMIY but not yet attended may be determined in two ways: the name badges remaining on the registration table and the attendance in small groups. The Small Group Leaders have the responsibility to contact men assigned to their groups, but who have not yet attended. Additionally, the Core Team Leader can send a specifically tailored email to all those men who have registered for the program but who have not yet attended.

## **MEASURING SUCCESS**

*Typically, approximately 90% of the men who registered for TMIY become activated by attending at least one session. The Activation Phase is considered to be completed on the fourth week of the program.*

## **PITFALLS**

**Small Group Leaders Failure to Take Attendance:** Small Group Leaders must take attendance in their small groups if they are to identify which men have not been in attendance.

**Small Group Leaders Failure to Contact Men Who Have Not Attended:** Experience shows that many men who have not attended the program will do so if they receive a phone call personally inviting them to join the program. When Small Group Leaders fail to contact men assigned to their group, many drift away simply from lack of attention.

**Failure of Master of Ceremonies to Encourage Men to Reach Out:** The Master of Ceremonies is responsible for helping to build an “evangelistic orientation” in TMIY. If the Master of Ceremonies does not manifest this desire of TMIY to reach out to other men, then the participants usually do not embrace their evangelistic mandate

# *The Appreciation Phase*



The Appreciation Phase follows the Activation Phase and lasts for the remaining 22 weeks of the program. It includes all those activities necessary to have men remain active in the program. The two most important means of keeping men active in the program are the small groups and the participant testimonials.

## APPRECIATION PHASE CHECKLIST:

- 1) Small Group Dynamics
- 2) Weekly Small Group Facilitator's Guide
- 3) Participant Testimonials
- 4) Professionalism
- 5) Weekly Master of Ceremonies Guide
- 6) Website Use
- 7) Weeks 6-8: Fall Donation Appeal
- 8) Avoiding "Social Entropy"
- 9) Promotion for the Spring Semester
- 10) Order Lenten Journey Booklets
- 11) Begin Spring Semester to Sync with Lent
- 12) Week 18: Begin Lenten Journey
- 13) Weeks 20-22: Spring Donation Appeal
- 14) Week 26: End-of-Year Celebration
- 15) Week 26: Begin Promoting the Next Year of TMIY

### **1) SMALL GROUP DYNAMICS**

Experience shows that the vast majority of men who remain active in the program are part of a well-functioning small group. It is in the small groups that the presentation material is made "real" by applying it to individual lives and that the bonds of fellowship necessary for a life of discipleship are formed. Given the importance of small groups, it is essential that every man find a small group with which he is comfortable. No man is required to stay in the group to which he has been assigned. Small Group Leaders should help men to find a "fit" in a small group. Small Group Leaders are also responsible for contacting men in their group when they miss a session. No man should simply drift away from the program unnoticed. In addition, each small group leader should take the responsibility of keeping their group together. If someone falls away, they should try and invite someone who has not attended to fill that spot.

### **2) WEEKLY SMALL GROUP FACILITATOR'S GUIDE**

The Class Management System in the Paradisus Dei website contains the Small Group

Facilitator's Guide for each session that identifies the goal of the session, its main points, the tone and two suggested questions to start the discussion. Each Small Group Leader should receive a copy of the Facilitator's Guide and review it prior to the weekly session. One of the greatest gifts a Small Group Leader can provide to the participants in TMIY is to come prepared each week. Optional supplemental questions to the two on the video presentations have been added to the weekly Facilitator's Guide.

### **3) PARTICIPANT TESTIMONIALS**

Participant testimonials provide a powerful witness to the impact of the program in individual lives. As such, they are a powerful means for helping men perceive the fruits of TMIY. The testimonials should be limited to 5 minutes in length and occur between the opening comments made by the Master of Ceremonies and the presentation. It is the responsibility of the Core Team to screen participants and testimonial material in advance. Under no circumstances is the testimonial to be used as a forum for individuals to espouse their own agenda.

### **4) PROFESSIONALISM**

The professionalism with which the program is run directly contributes to the long run success of the program. Of particular importance are: 1) Maintaining the time schedule so that the men can make their other commitments; 2) Maintaining high Audio/Visual quality so that the men can see and hear the presentation without having to strain; 3) Providing a reasonable cup of coffee.

### **5) WEEKLY MASTER OF CEREMONIES GUIDE**

Each week the Master of Ceremonies should use and review a copy of the weekly MC Guide, located in the 'Course Materials' tab in the Class Management System. The points on the Master of Ceremonies Guides are critical to help the audience understand where they are and where the program is headed.

### **6) WEBSITE USE**

Weekly TMIY reminder emails should be sent the morning before each session. Program specific information may be added in the "Personalized Message" box.

### **7) WEEKS 6-8: FALL DONATION APPEAL**

The Masters of Ceremonies (or Appeal Coordinator) should conduct the Fall Donation Appeal on weeks 6-8. The success of the Donation Appeal is critical for Paradisus Dei to continue to improve the program and provide it free of charge to parishes throughout the country. The appeal video is embedded at the beginning of the week 7 session. More details on the appeal can be found in the Donation Appeal section of the Manual.

### **8) AVOIDING "SOCIAL ENTROPY"**

Scientists note that everything in the material world tends to fall apart unless enough energy

is placed in it to hold it together. It is called entropy. Almost 1600 years ago, St. Augustine noted that social organizations tend to fall apart unless sufficient energy is put into them to hold them together. It is a type of “social entropy.” Like organizations and programs, TMIY must fight “social entropy.”

## 9) PROMOTION FOR THE SPRING SEMESTER

The semester break provides a natural opportunity to promote TMIY to the parish at large once again. The content shifts from a more theological approach in the Fall to a more spiritual and practical approach in the Spring. Pulpit announcements and/or testimonials from participants in the Fall Semester are valuable tools in attracting new men. Some of the key promotional points for the Spring Semester include: 1) the success of the Fall Semester, 2) the fellowship among the men, 3) the unique content, 4) the opportunity to make an incredible Lenten Journey and 5) the opportunity to fulfill a New Year’s resolution.

## 10) ORDER LENTEN JOURNEY BOOKLETS

Within two weeks of the launch of the Spring Semester, sufficient quantities of the Lenten Journey Booklet should be ordered for all the participants in the Spring Semester. The TMIY Lenten Journey is typically considered the highlight of the entire program. The cost of the booklet is \$5/booklet, which the men are expected to cover. *Financial note:* The parish should break even on these booklets because they purchase them from Paradisus Dei and sell them to the men in the group at the same price. Any additional booklets left over can be returned with a restocking fee of \$0.50 per booklet. Groups are also able to receive free Lent booklets as a thank you from Paradisus Dei depending on the results of the Fall Donation Appeal. Please reach out to your Program Coordinator for more details.

❖ **Best Practice:** *Distribute these booklets within the small groups. The Small Group Leaders should get enough booklets for his entire group. This accomplishes two goals: 1) Every man receives a booklet; and 2) increases accountability within the small groups for each man to fully participate in the Lenten Journey.*

## 11) BEGIN THE SPRING SEMESTER TO SYNC WITH LENT

The Spring Semester typically begins in middle to late January. The date varies from year to year depending on the timing of Lent. The goal is to make sure that TMIY is on Week 18 during the week of Ash Wednesday. The TMIY Program Coordinator will be able to help you determine the best time to begin the Spring Semester.

## 12) WEEK 18: BEGIN LENTEN JOURNEY

The Spring Semester of TMIY is designed so that the Lenten Journey should start around Ash Wednesday. The Lenten Journey portion of the program runs from Sessions 18-24. If possible, week 18 in the program should correspond to the week of Ash Wednesday and week 24 with Holy Week. Weeks off during the Spring Semester will impact how closely the group can align these Sessions to the Lenten Calendar. It is not always perfect, but you want to try and align them as close as possible.

### 13) WEEKS 20-22: SPRING DONATION APPEAL

The Masters of Ceremonies (or Appeal Coordinator) should conduct the Spring Donation Appeal on weeks 20-22. The success of the Donation Appeal is critical for Paradisus Dei to continue to improve the program and provide it free of charge to parishes throughout the country. The appeal video is embedded at the beginning of the week 21 session. More details on the appeal can be found in the Donation Appeal section of the Manual.

### 14) WEEK 26: END-OF-YEAR CELEBRATION

It is appropriate to celebrate the conclusion of a great program. It is recommended that a special meal be served on the final week. Additionally, it is suggested that an end-of-year gift be given to each participant. Appropriate end-of-year gifts are available from That Man is You. End-of-year gifts can also be sent for free by Paradisus Dei if a group goes above and beyond in the Spring Donation Appeal.

### 15) WEEK 26: BEGIN PROMOTING THE NEXT YEAR OF TMIY

After a successful program, it is common for the men to ask: “What’s next?” Many will not want the current year to end. It is the perfect setting and opportunity to begin promoting the next year of TMIY. Please contact your Program Coordinator for more details on the next year of TMIY.

❖ **Best practice:** *Within each small group, the Small Group Leader should encourage the men to commit to continuing the journey next year together again as a group. Consider hosting a few informal gathering to keep the group connected. The group can all hold each other accountable for returning in the Fall.*

## MEASURING SUCCESS

The ultimate measure of success during the Appreciation Phase is the percentage of men who remain active in the program. This is measured by the number of men currently active in the program divided by the total number of men who have attended the program at least once. The goal is to have 80% of the men remain active throughout the program.

## PITFALLS

**Allowing Men to Drift Away from the Program:** Attending TMIY is like committing to an exercise program. Regardless of intentions, it is easy to fall away once one or two weeks have been missed. When Small Group Leaders and other participants fail to contact men who have missed, many will invariably drift away, which is manifest in a lower Appreciation Phase retention rate.

**Failure to Use Weekly Emails:** The weekly email reminders are specifically designed to help men stay active throughout the 26-week program. A failure to effectively use the email system allows men to more easily drift away from the program, which is manifest in a lower Appreciation Phase retention rate.

# Program Website



The TMIY program website located at [www.paradisusdei.org](http://www.paradisusdei.org) (or [www.tmiy.org](http://www.tmiy.org)) has been developed with two users in mind: the individual program participant and the Core Team. Effective use of the TMIY Class Management System is vital in running a strong and well-organized TMIY class.

## 1) INDIVIDUAL PROGRAM PARTICIPANTS

The Paradisus Dei website was designed so that individual men may obtain information about Paradisus Dei and TMIY in particular. Men are able to register for the program online, though registering at their local parish via a registration card is preferred. Through the website, registered men can also obtain information relating to individual sessions including viewing session videos that may have been missed.

**Program Information:** During the Anticipation and Attraction Phases of TMIY, individual men may be directed to the Paradisus Dei website to obtain information about That Man is You! They may view a promotional video as well as read overviews of the program material for each year of the program.

**Program Registration:** Individual men may register for TMIY through the online registration process after finding their class on the website. However, we encourage core teams to never ask a man to go online to register. Through no ill-will of his own, the registration may never take place. Instead, we ask core teams to make it easy for the men to sign up by having them fill out registration cards in person. Once a man fills out a registration card, the Core Team members will need to enter the information from the card into the website through the online registration process. This process is highlighted in the Website Tutorial Videos.

**Remaining Current in the Program:** Most men will need to miss at least a few sessions during the course of the year. The TMIY app and the website (once logged in) have been designed so that the men can remain current with the program. This makes it easier for them to rejoin the group when their schedule permits. Individual participants are able to view the Presentation Slides and stream the videos on the app. If men do not have a mobile device, individual sessions can be viewed on the Paradisus Dei website upon logging in.

## 2) CORE TEAM WEBSITE ACCESS

After receiving approval to run the TMIY program, the Core Team Leader will receive a password providing them access to the Class Management System, a secure area of the Paradisus Dei website for their TMIY class. This access is also available for individuals in the class who are designated as Core Team Members. This area is designed to aid the Core Team in hosting TMIY at their individual parish. The Core Team may register men for the TMIY program, send pre-drafted weekly emails with the ability to add a customized personal message at the bottom, print participant name badges, access and download PDFs of course materials, edit registrants' information and track attendance and donation totals.



Core Team Members are able to print participant name badges for each man that has pre-registered for the TMIY program on the day before the launch of the Fall Semester.

The Core Team Leader has the ability to send a pre-drafted reminder email to all the men registered in his program in just a few clicks. We recommend that the weekly reminder email be sent out the morning before the next session. These emails are a tremendous aid in helping men to remain active in the program. Without the reminder email, many men simply forget about their early morning meetings.

## MEASURING SUCCESS

When the TMIY Class Management System is used successfully by the Core Team Members, information and orders are processed timely and efficiently and the job of the Core Team Leader and TMIY Program Coordinator is greatly simplified.

## PITFALLS

**Failure to Become Familiar with the Paradisus Dei Website:** Failure to familiarize oneself with the use of the Paradisus Dei website is the most common cause for a lack of its usage. The successful utilization of the Paradisus Dei website and Class Management System greatly simplifies the tasks of the Core Team Leader.

**Lack of Computer and Internet Skills:** Occasionally, the Core Team Leader does not have the computer and/or internet skills to successfully use the Paradisus Dei website. In such cases, another man from the Core Team should be designated as a secondary contact for the TMIY Program Coordinator.

# Program Promotion



The TMIY Promotional Campaign takes a “layered approach” to raise the awareness of the program, to establish a positive image of the program and to encourage men to participate in the program. The Promotional Campaign begins subtly during the summer months and concludes just after the launch of the program. The three most important activities in the Promotional Campaign are personal contact, pulpit announcements and supporting promotional materials.

## PROMOTIONAL CAMPAIGN CHECKLIST:

- 1) January-June: Selection of Core Team members and Small Group Leaders
- 2) June through early August: “Seeding” TMIY
- 3) July: Order Materials for the Promotional Campaign
- 4) Three Sundays Prior to Launch Date: Begin Promotional Campaign
- 5) Two Sundays Prior to Launch: Begin Using Registration Table
- 6) Within Two Weeks Following Labor Day: Launch TMIY!
- 7) Second Sunday after Launch: Conclude Fall Promotional Campaign
- 8) January: Promotion of the Spring Semester

## PRINCIPLES OF THE TMIY PROMOTIONAL CAMPAIGN

The TMIY Promotional Campaign is based upon a “layered approach” where a personal invitation is supported by promotional materials designed to help individual men accept the invitation. The three layers of the Promotional Campaign are:

**One-on-One Personal Invitation:** An individual man (most frequently a Core Team member or Small Group Leader) personally invites another man to join TMIY. This invitation is supported through a trifold brochure that is handed to the man.

**Parish-Wide Invitation:** The Pastor, Core Team member and/or Cantor make an announcement at Mass inviting all the men of the parish to participate in TMIY. This invitation is supported through the bulletin inserts.

**That Man is You! “Corporate” Invitation:** Once an awareness of TMIY is raised, the program itself seems to invite men through the outdoor banner and program signage placed in high-traffic areas.

It must be emphasized that the number one reason for men to attend the program is a personal invitation from another man. Typically up to 75% of the men participating in TMIY are doing so because they received a personal invitation from another man. The promotional materials are provided as an aid to make it easier for a prospective participant to accept the invitation from another man.

In addition to the printed materials, an abundance of information is available on our website at [www.paradisusdei.org](http://www.paradisusdei.org). Men may also be directed to the Paradisus Dei website to learn more. The website should be considered a supplement to the personal contact and printed material.

## 1) SELECTION OF CORE TEAM MEMBERS AND SMALL GROUP LEADERS

Core Team members and Small Group Leaders can be selected as early as January. In selecting Core Team members, there are many factors to consider. Characteristics to look for would include: faithful Catholic, passion for men's ministry, someone with the ability to bring men together and someone that can be relied upon and can accomplish their designated tasks.

## 2) "SEEDING" TMIY

During the summer months the Core Team members and Small Group Leaders "seed" the parish by each personally contacting 10 men and inviting them to participate in TMIY. Trifold brochures should be available to help in this activity. When a parish is "seeded" correctly, a large number of men will already be committed to TMIY before the Promotional Campaign begins. When new men hear about the program through the Promotional Campaign, they will readily encounter other men who have already committed to the program. In this way, a "buzz" develops in the parish so that it seems as if "all the men are doing it."

❖ **Best Practice:** *Small Group Leaders should be challenged to put together their own small group by obtaining the commitment of 10-12 men to participate in TMIY.*

## 3) ORDER PROMOTIONAL MATERIALS

The full complement of promotional materials should be ordered by mid-July. This includes trifold brochures, bulletin inserts, registration cards, outdoor banner (if applicable) and program signage. Your TMIY Program Coordinator is available to help in the discernment of promotional needs and ordering procedures.

❖ **Best Practice:** *Order the trifold brochures as early as possible so that the Core Team members and Small Group Leaders can use them in "seeding" the parish.*

## 4) BEGIN PROMOTIONAL CAMPAIGN

The Promotional Campaign should be launched three weeks prior to the start date. The first week of the Promotional Campaign should include a Cantor announcement, bulletin inserts, outdoor banner (if applicable) and program signage. Most importantly, Core Team members and Small Group Leaders should be handing men trifold brochures and inviting them to participate in the program. The Promotional Campaign should continue on the following two weekends.

## 5) BEGIN USING REGISTRATION TABLE

Registrations for TMIY should begin two weeks prior to the start date. A registration table should be set up in a high traffic flow area. Registration cards should be placed in the pews

and on the registration table. The Pastor or a Core Team member should make an announcement at all the Masses inviting the men to participate in the program. After Mass, Core Team members and Small Group Leaders should direct men to the registration table and help them register for the program.

❖ **Best Practice:** *Core Team members and Small Group Leaders should “wade out into the crowd” of men coming out after Mass, hand them a trifold brochure and registration card, personally invite them to participate in the program and direct them to the registration table. Simply waiting for the men to approach the registration table will not attract men outside of those “who are involved in everything.”*

## 6) LAUNCH THAT MAN IS YOU!

The TMIY program is typically launched Labor Day week or the following week. The first few weeks after the program launch provide an excellent opportunity to attract men who have not previously registered. During the first few sessions, the Master of Ceremonies should challenge each of the participants to bring someone with them the following week. The Small Group Leaders should take attendance and contact any man assigned to their group who is not in attendance.

❖ **Best Practice:** *The Master of Ceremonies should ask for a “show of hands” of new participants, who should be allowed to introduce themselves. An alternative is to have the man who invited the new participant to introduce him to the crowd.*

## 7) CONCLUDE FALL PROMOTIONAL CAMPAIGN

The Fall Promotional Campaign continues for two weeks after the start of the program on a somewhat lesser basis. Cantor announcements should be made inviting men to join those who are already participating in the program. A registration table should still be available after Mass and Core Team members and Small Group Leaders should still personally contact men who haven't participated in the program to this point. The external Promotional Campaign ends the second week of the actual program. Nonetheless, participants are encouraged to personally invite men to join the group. Our most effective classes never stop inviting men to attend their programs. Personal invitation is critical to the overall success to the program. The large-scale parish promotion does not begin again until two to three weeks prior to the spring semester launch date.

## 8) PROMOTION OF THE SPRING SEMESTER

The semester break provides a natural opportunity to promote TMIY to the parish at large once again. The content shifts from a more theological approach in the Fall to a more spiritual and practical approach in the Spring. Pulpit announcements and/or testimonials from participants in the Fall Semester are valuable tools to attract new men. Some of the key promotional points for the Spring Semester include: 1) the success of the Fall Semester; 2) the fellowship among the men; 3) the unique content; 4) the opportunity to make an incredible Lenten Journey; and 5) the opportunity to fulfill a New Year's resolution.

## TALKING POINTS: *A Personal Invitation to TMIY*

**Success of the Program:** In just a few years, TMIY has quickly spread throughout the United States and Canada, attracting large numbers of men.

**Response of Men:** Most men rate TMIY “a home run”, stating that it is the most rewarding program they have ever attended.

**Fruits of TMIY:** Men say it has transformed their marriages, families, and spiritual lives.

**Content:** TMIY pulls together Scripture, Church teachings, science and modern issues in a way unlike any other program.

**Fellowship:** It is an incredible opportunity to be around other men who are trying to do the right thing and who can help you on your journey.

**Lenten Journey:** The Spring Semester has a Lenten Journey that is considered the highlight of the program and provides a structure for Lent that men enthusiastically embrace.

### **SAMPLE: *Cantor Announcements***

**Prior to the launch of the registration table:** “Men, mark your calendars. That Man is You! begins [insert date and time]. That Man is You! combines Scripture, solid secular research, and a little fun to address the pressures and temptations facing men in our modern culture. It seeks to form authentic leaders who will be capable of transforming homes and society. See this week’s bulletin insert for further details.”

**During the registration period:** “Men, mark your calendars. That Man is You! begins [insert date and time]. That Man is You! combines Scripture, solid secular research, and a little fun to address the pressures and temptations facing men in our modern culture. It seeks to form authentic leaders who will be capable of transforming homes and society. Stop by the registration table outside and register today.”

**After the program has begun:** “Men—there’s still time to join the [insert number] men registered for the That Man is You! men’s program. That Man is You! combines Scripture, solid secular research, and a little fun to address the pressures and temptations facing men in our modern culture. It seeks to form authentic leaders who will be capable of transforming homes and society.”

### **SAMPLE: *Pulpit Announcement***

“Hello, my name is \_\_\_\_\_. I’d like to thank Father \_\_\_\_\_ and all the staff here at \_\_\_\_\_ for giving me the opportunity to talk with you about a men’s program called That Man is You!

The program is unlike anything else that you’ve experienced. It tackles real issues facing real men. It looks at the leadership role that has been entrusted to men and addresses the temptations and struggles men face in a culture that attacks authentic manhood. Finally, it helps formulate a plan that allows men to overcome these obstacles.

The program will be hosted every [insert day, time and location]. We gather at 6:00am for breakfast (update according to your class meeting time/schedule), coffee, and some entertaining videos. Then there’s a presentation at 6:30 that combines the best scientific research with the teachings of the Church and wisdom of the saints. It’s followed at 7:00 with breakout groups that provide the opportunity to discuss what’s been presented. Finally, we’re on the road by 7:30, so we can be at work by 8:00. [Change times as appropriate].

The best way to judge a program is by its success. Men who’ve attended the program and have been Catholic their whole lives say this is the program they’ve been waiting for. They consider it a “home run”, saying it is hard to imagine how the program content could get any better. Priests say that it literally transforms men and saves marriages. It’s that powerful. From a test parish in Houston, TX, the That Man is You! program has quickly spread to hundreds of parishes throughout the United States and even internationally.

There is a registration table outside where you can register for the program today and talk with the men who will be hosting the program. I hope that you will take this opportunity for yourselves and for your families. Thank you for your time.

## MEASURING SUCCESS

The success of the Promotional Campaign is evident if a “buzz” has been created in the parish so that “all the men are talking about it.” This “buzz” should translate into registrations for the program. A well-run Promotional Campaign that does not receive significant visible/vocal support from the Pastor is able to register approximately 5% of the men in the parish. A well-run Promotional Campaign that receives significant visible/vocal support from the pastor is able to register up to 10% of the men in the parish.

## PITFALLS

**Failure to Make Personal Invitations:** The number one reason for a lack of success in the Promotional Campaign is the failure of the Core Team members and Small Group Leaders to actively and personally invite men to participate in the program. Reliance on the printed materials alone will not ensure a successful Promotional Campaign.

**Failure to Follow the Promotional Campaign Model:** Parishes who attempt to “recreate the wheel” and fail to follow the TMIY Promotional Campaign Model invariably run campaigns that are moderately successful at best.

**Failure to Order Promotional Materials on Time:** The failure to order TMIY promotional materials may result in the delay or shortening of the Promotional Campaign, which ultimately reduces its effectiveness. At the minimum, the failure to order promotional materials on time results in increased shipping charges and missed promotional opportunities.

# Program Materials



## STARTER KIT

*(Provided free of charge by Paradisus Dei, Inc. to the Host Parish)*

- TMIY Core Team Manual (PDF also available in the ‘Course Materials’ tab of the Class Management System)
- Access to Core Team Training and Promotional Videos
- Access to Program Content Videos
- Sample Promotional Materials

## PARISH PROMOTIONAL MATERIALS

- Trifold Brochures – 50 brochures/package: \$10.00
- Bulletin Inserts\* - 100 inserts/package: \$9.00
- Registration Cards – 100 cards/package: \$6.50
- Outdoor Banner - \$250 each
- TMIY Program Posters - \$20 each
- TMIY Polo Shirt - \$29.95 each

\*If your parish doesn’t allow for bulletin inserts, please contact your Program Coordinator for alternative solutions.

## TMIY PROGRAM PARTICIPANT MATERIALS

- Participant Books – \$10 each (when purchasing 6 or more)
- Lenten Booklets - \$5 each

The parish is welcome to pass this cost to the participants. Therefore, the parish should break even on these Participant Materials. Paradisus Dei has a \$1 re-stocking fee on returned Participant Books. The re-stocking fee for Lenten booklets is \$0.50. Books must be returned within 30 days of purchase, and in like-new condition (so that they can be re-sold), to be eligible for a refund. Based upon the results of your Fall Donation Appeal, it is possible to receive the Lenten Journey Booklets for all of your men for free.

## END-OF-YEAR CELEBRATION (GIFTS FOR THE PARTICIPANTS)

- Divine Mercy Desk Stand with 7 Covenants of TMIY - available in our website store
- Miraculous Medal with 27” Chain - available at a bulk discount in our website store
- *The School of Nazareth* book – available in bulk in our store website
- *Into Great Freedom* book - available in bulk in our store website

Based upon the results of your Spring Donation Appeal, it is possible to receive these end-of-year gifts for all of your men for free.



---

## SUMMARY OF PROJECTED COSTS

### EXAMPLE FOR A LARGE PARISH

Assume a Parish of 4000 with a bulletin run of 2500 bulletins per week. All numbers are variable as each parish determines the appropriate quantities that fit their needs and budgets.

- Orders 5000 bulletin inserts (2500 x 2)
- Orders 400 trifold brochures (10% x 4000 families)
- Orders 600 registration cards (15% x 4000 families)
- Orders 1 outdoor banner
- Orders 3 TMIY program posters

#### *COSTS: Promotional Materials*

Bulletin Inserts.....	\$450.00
Trifold Brochures.....	\$80.00
Registration Cards.....	\$39.00
Outdoor Banner.....	\$250.00
TMIY Program Posters.....	\$75.00
<b>SUBTOTAL.....</b>	<b>\$894.00</b>
<i>Estimate of Total Shipping Costs.....</i>	<i>\$120.00</i>
<i>Grand Total for a Large Parish.....</i>	<i>\$1014.00</i>
<i>Grand Total for a Large Parish (without banner).....</i>	<i>\$764.00</i>

*Note: The TMIY Polo Shirts are typically purchased individually by the men on the Core Team and are therefore not included in the parish budget items above. The Participant Materials are optional and are purchased individually by the participants and therefore are not considered a budget item.*

---

## SUMMARY OF PROJECTED COSTS

### EXAMPLE FOR A SMALL PARISH

Assume a Parish of 500 with a bulletin run of 250 bulletins per week. All numbers are variable as each parish determines the appropriate quantities that fit their needs and budgets.

- Orders 500 bulletin inserts (250 x 2)
- Orders 50 trifold brochures (10% x 500 families)
- Orders 100 registration cards
- Orders 2 TMIY program posters.

#### *COSTS: Promotional Materials*

Bulletin Inserts.....	\$45.00
Trifold Brochures.....	\$10.00
Registration Cards.....	\$6.50
TMIY Program Posters.....	\$50.00
<b>SUBTOTAL.....</b>	<b>\$111.50</b>
<i>Estimate of Total Shipping Costs.....</i>	<i>\$25.00</i>
<i>Grand Total for a Small Parish.....</i>	<i>\$136.50</i>

*Note: The TMIY Polo Shirts are typically purchased by the men on the Core Team and are therefore not included in the parish budget items above. The Participant Materials are all optional and are purchased by the participants and therefore are not considered a budget item.*

# *Small Group Formation and Facilitation*



The greatest determinant of the long-term success of TMIY is the ability of men to form substantial bonds of fellowship with other men in the program. For the majority of men these bonds are formed within the context of their small groups. As such, the formation and facilitation of small groups is one of the most critical elements of the TMIY program.

## **SMALL GROUP CHECKLIST:**

- 1) Selection of the Small Group Coordinator
- 2) Selection of Small Group Leaders and Helpers
- 3) Formation of Small Groups
- 4) Launch That Man is You!
- 5) Short-term Adjustments to Small Groups
- 6) Evaluation of Ongoing Effectiveness of Small Groups
- 7) Semester Break Evaluation of Small Groups
- 8) Formation of Small Groups for the Spring Semester

### **1) SELECTION OF THE SMALL GROUP COORDINATOR**

During the selection of the Core Team members in the early summer one man should be given the responsibility for organizing and coordinating all of the small groups for the TMIY program. The Small Group Coordinator is one of the two most important men on the Core Team. Ideally, he should have some experience in organizing and facilitating small groups.

### **2) SELECTION OF SMALL GROUP LEADERS AND HELPERS**

In most cases, your original Core Team of 8 will also be your Small Group Leaders. If you need to recruit additional Small Group Leaders based on the expected size of your class, or because a Core Team Leader is not able to be a Small Group Leader, then this should be done before your second Core Team training meeting. In addition to having enough Small Group Leaders, recruiting Helpers to assist in facilitating small groups is also recommended. As a rule of thumb, TMIY typically attracts approximately 5% of the men registered in the parish. Enough Small Group Leaders and Helpers should be chosen so that the larger group can be divided into groups of 10-12 men. Typically, most men on the Core Team also become Small Group Leaders. Ideally, the Small Group Leaders and Helpers have some experience facilitating small groups and have the ability to help attract men to the program. Potential Small Group Leaders and Helpers should understand and agree to fulfill the responsibilities of their role as outlined later in this section.

### **3) FORMATION OF SMALL GROUPS**

One or two days prior to the first session, the Small Group Coordinator should create small groups by placing all of the men registered for the program into small groups of 10-12 men. The formation of these small groups typically involves a combination of many

methods: Small Group Leaders put together their own small group, a group of men request to form a small group together, and the random assignment of men to small groups. The random assignment of men to small groups frequently works better than anticipated since it ensures a diverse socio-demographic mix of men, which provides for the intergenerational perspectives valued by the majority of men.

❖ **Best Practice:** *Small Group Leaders should be challenged to put together their own small group by obtaining the commitment of 10-12 men to participate in TMIY during the “seeding the parish” period over the summer.*

#### **4) LAUNCH THAT MAN IS YOU!**

The Small Group Coordinator should be positioned at the registration table the morning of the first session. Each man that has pre-registered for the program should receive a name badge that includes a written number indicating his small group assignment. The Small Group Coordinator should have available a listing of the small group assignments for all of the pre-registered men so that he can answer questions. Additionally, the Small Group Coordinator should be ready to assign “walk-up” registrations to small groups when they receive their temporary name badges. Finally, after the Presentation has been completed, the Small Group Coordinator should be readily available to aid in small group logistical issues as well as helping individual men find their small group.

#### **5) SHORT-TERM ADJUSTMENTS TO SMALL GROUPS**

After each of the first couple of sessions, the Small Group Coordinator should discuss with each Small Group Leader the dynamics of his small group. Any adjustments to small group composition should be made as quickly as possible. If a man wants to change small groups, this is permissible if he truly feels that his assigned small group is not the right fit, but he should be encouraged to find his new small group and stick to it long term. Groups should not be “shuffled” or “mixed up” either. Experience has shown that most small groups do need time to develop and that their discussion becomes much more fruitful over time, as the trust and fraternal bond between the men develop.

In evaluating small group dynamics, it is important to consider the temperament of each man. Many men remain relatively quiet even when they are “happy” with their small group. No man should be forced to talk or encouraged to try another group simply because he is not “a talker.” Indeed, groups need a healthy mixture of “talkers” and relatively more quiet men. Also, no man should ever feel that he is being “kicked out” of a small group.

The goal is simply to have men find a group of other men in which they feel comfortable to talk and sort out the personal issues that may arise. Small Group formation is never about cliques, popularity or networking. It is about finding the right group of men who can help you on your spiritual journey.

❖ **Best Practice:** *When it is clear that a man does not fit with his assigned group, it is advisable that either another Small Group Leader or a friend from another small group invite the man to “give my small group a try.” The current Small Group Leader should never make a man feel awkward or unwanted in a small group. The man should be attracted to a new group, not kicked out of the existing group.*

## **6) EVALUATION OF ONGOING EFFECTIVENESS OF SMALL GROUPS**

The two greatest indicators of small group effectiveness are small group attendance and the quality of small group discussion. Few men are able to make all of the 26 sessions of TMIY. Nonetheless, in a well-functioning small group, the majority of men make most of the sessions. Consistent attendance of 2-4 men in a small group is a sure sign of a small group that “did not take.” Likewise, discussion should flow easily within a small group. An ongoing effort by the Small Group Leader and/or Helper to stimulate discussion is another sign of a small group that is struggling. The Small Group Leader and Helper should communicate their evaluation of their small group to the Small Group Coordinator. If necessary, plans for strengthening or reshuffling the small group should be made during the break between semesters.

## **7) SEMESTER BREAK EVALUATION OF SMALL GROUPS**

During the break between the fall and spring semesters, the Core Team Leader and Small Group Coordinator should meet with the Small Group Leaders and Helpers. They should evaluate the effectiveness of each small group. Individual small groups can be strengthened or reshuffled as necessary to ensure well-functioning small groups.

## **8) FORMATION OF SMALL GROUPS FOR THE SPRING SEMESTER**

The TMIY program frequently experiences an influx of new participants for the spring semester. As such, the Small Group Coordinator should approach the first session of the spring semester in a manner analogous to the first session of the fall semester. He should come prepared with a listing of the small group assignments for every participant in the program. The list should reflect any changes to small groups made over the break between semesters. The Small Group Coordinator should be available at the registration table to greet “walk-up” registrants and help assign them to small groups. Finally, the Small Group Coordinator should be readily available after the presentation to help resolve small group logistics and help individual men find their appropriate small groups.

## **SMALL GROUP COMPOSITION**

- Each small group should have an assigned facilitator and helper.
- The maximum number of men on an ongoing basis should be 12. If a small group has attendance consistently at or above 11 men, many men will find it difficult to participate in the discussion and to keep it within the 30 minute timeframe.
- The minimum number of men on an ongoing basis should be six. Most small groups experience difficulty in stimulating discussion when the group becomes too small.
- It is advisable to have a diversity of socio-demographic groups represented in each small group if possible since most men benefit from the intergenerational perspectives.

## **SMALL GROUP GROUND RULES**

- Show mutual respect for every person and for their opinion. No put downs should be made even when they are made “in fun.”
- There is no such thing as a dumb or stupid question.
- No one is required to talk.
- Only one person should talk at a time.

- Meet the time contract. The small group should close with a brief prayer on time so that those needing to leave may do so without feeling awkward. Individual men may remain after the session to continue their conversations if they so desire.
- Begin and close each session with a brief prayer.
- ***Respect the confidentiality of conversations.***

## **RESPONSIBILITIES OF THE SMALL GROUP LEADER**

- Pray for each man before, during, and after the group.
- Foster an environment of open discussion. Help everyone in the group feel like they have ownership in the group and its success.
- Help make the discussion happen. Guide the group to the truth rather than dictating terms or sitting in judgment.
- Look for opinions. Don't give answers. Ask what a person thinks or feels.
- Do not espouse views that are in clear opposition to Church teaching. Certain men may struggle with particular teachings and that is something that can be discussed in context of relevant sessions with the hope that they can grow to better understand what the Church teaches and why.
- Do not allow anyone (including yourself) to dominate the discussion.
- Come prepared regarding current material and objectives.
- Attend to practical details – including helping men find their group and room.
- Summarize notable discussion points for the Small Group Coordinator so that they can be shared with the larger group.

## **RESPONSIBILITY OF THE SMALL GROUP HELPER**

- Pray for every man before, during, and after the group discussion.
- Come prepared regarding current material and objectives.
- Help the discussion stay on course by asking questions.
- Keep track of attendance. Contact those men who have missed. *Never push anyone to attend.* But, do not allow someone to drift away because of lack of personal contact.
- Assist the Small Group Coordinator with other relevant tasks.

## **FACILITATING SMALL GROUP DISCUSSION**

- Ask short, uncomplicated, thought-provoking questions.
- Ask open-ended questions that cannot be answered with a simple yes or no.
- Only one or two questions such as “what do you think” or “what do you feel” are typically needed to begin the discussion.
- Allow a full range of answers, without specifying the “right” answer.
- Allow everyone an opportunity to talk. *Do not force anyone to talk.*
- Validate/affirm all contributions equally with statements such as “Yes” or “Thank you” or “Ok.”
- Do not answer your own questions. Respect moments of silence for reflection.
- Do not be afraid to gently coax someone with questions such as, “Can you give me an example?”, or, “Can you help me understand what you mean a little better?”

- Validate one person's opinion while leaving the door open for others to offer differing opinions with questions such as, "What other ideas do people have?" or, "Does anyone have a different way of looking at this?"
- Consider the teachings of Scripture and the Church by asking questions such as, "What does the Bible say about that?" or "What does the Church teach about that?"
- Ask people to apply the material to their life: "How does this apply to your own life?"
- Ask people what concrete actions they are going to take in their lives based on the discussions.
- Leave space for people who may be struggling with difficult issues.
- Always allow the opportunity for anyone to talk privately with you or any Core Team Member.

## PRAYER

- Prayer is the most important task of the Core Team, Small Group Leaders, and Helpers.
- Each session should begin and end with a brief group prayer.
- Small Group Leaders and Helpers should specifically pray for members of their group.

## MEASURING SUCCESS

The surest sign of success in forming small groups is the ongoing attendance in that small group. A well-functioning small group becomes the motivation for men to make it to the program. Men invariably drift away from a poorly functioning small group or one in which they do not "fit."

## PITFALLS

**Dominant Member:** When the Small Group Leader or another man dominates the discussion, others are not afforded the opportunity to speak. Invariably, other men will tire of listening to the dominant person. Every man should have the opportunity to speak at every session if he so desires.

**Judgmental Tone:** The small group is the place where men are provided the support they need to sort through issues in the spiritual life. As such, men need the support and patience of the other members of the small group. Many issues can only be resolved gradually over time. If a man encounters a judgmental attitude regarding his personal issues, he will likely discontinue discussing them and then slowly drift away from the program.

**Poor Personal Dynamics:** Not all personalities fit well together. It is important for every man to find a group that "fits" as quickly as possible. No man should feel awkward about visiting or switching to a different small group.

# Donation Appeals



That Man is You! is offered to parishes free of charge by Paradisus Dei, Inc., a lay ministry within the Catholic Church and an IRS 501(c)(3) corporation. Paradisus Dei finances the program through two appeals for donations (one during the Fall Semester and one during the Spring Semester).

## DONATION APPEAL CHECKLIST:

- 1) Finalize Donation Appeal Logistics
- 2) Receive Donation Cards and Large Class Return Envelope
- 3) Fall Master of Ceremonies Announcements
- 4) Play Fall Donation Appeal Video
- 5) Send Collected Monies to TMIY Program Coordinator
- 6) Spring Master of Ceremonies Announcements
- 7) Play Spring Donation Appeal Video
- 8) Send Collected Monies to TMIY Program Coordinator

### 1) FINALIZE DONATION APPEAL LOGISTICS

Each program should place two clearly identified “baskets” for receiving donations to Paradisus Dei. “Baskets” should be placed on the Registration Table and the breakfast or dinner serving table. Each basket should be clearly marked in large letters as follows:

**Donations to Paradisus Dei**

**Make checks payable to: Paradisus Dei, Inc.**

### 2) RECEIVE DONATION CARDS AND LARGE CLASS RETURN ENVELOPE

We will reach out to you around Week 4 to see how many men are a part of your program. Paradisus Dei will then send you enough Donation Cards for all of your men. These should be received before Session 6 which begins the appeal. The men will place their donations into the envelopes and turn these in to the Core Team or place them in the designated baskets.

### 3) FALL MASTER OF CEREMONIES ANNOUNCEMENTS

In weeks 6 - 8, the Master of Ceremonies should make the donation appeal as indicated in the Master of Ceremonies guide. It is essential that the men know that the program is made available to parishes free of charge by Paradisus Dei and that all donations to Paradisus Dei are tax deductible since it is an IRS 501(c)(3) corporation. Your Program Coordinator will always send you up-to-date MC announcements regarding the appeal. The MC scripts for the donation appeal can also be found on the website in the ‘Course Materials’ section upon logging in as a Core Team Member.

❖ **Best Practice:** *The commitment level of the Master of Ceremonies is the single greatest determinant of the success of the donation appeal. His personal witness to the value of the program and his desire to be generous as a “thank you” sets the tone for the entire group.*



#### 4) PLAY FALL DONATION APPEAL VIDEO

The Fall Donation Appeal video is embedded into Session 7 and will play when you start the video. We recommend pausing the video after the Appeal Video has played, then read the MC Script for that week, then resume the video.

#### 5) SEND COLLECTED MONIES TO TMIY PROGRAM COORDINATOR

Once the Fall Donation Appeal has been completed, the collected monies should be remitted all together in the provided return envelope to:

Paradisus Dei, Inc.  
P.O. Box 19127  
Houston, TX 77224

Telling the participants to send their monies directly to Paradisus Dei invariably results in a very low donation collection.

#### 6) SPRING MASTER OF CEREMONIES ANNOUNCEMENTS

The logistics for the Spring Donation Appeal should follow those of the Fall Donation Appeal. On weeks 20 - 22, the Master of Ceremonies should make the donation appeal as indicated in the Master of Ceremonies guide. Once again, it is essential that the men know that the program is made available to parishes free of charge by Paradisus Dei and that all donations to Paradisus Dei are tax deductible since it is an IRS 501(c)(3) corporation. A sample MC announcement is provided at the end of this section and your Program Coordinator will always send you up-to-date MC announcements regarding the appeal. The MC scripts for the donation appeal can also be found on the website in the 'Course Materials' section upon logging in as a Core Team Member.

❖ **Best Practice:** *The commitment level of the Master of Ceremonies is the single greatest determinant of the success of the donation appeal. His personal witness to the value of the program and his desire to be generous as a "thank you" sets the tone for the entire group.*

#### 7) PLAY SPRING DONATION APPEAL VIDEO

The Spring Donation Appeal video is embedded into Session 21 and will play when you start the video. We recommend pausing the video after the Appeal Video has played, then read the MC Script for that week, then resume the video.

#### 8) SEND COLLECTED MONIES TO TMIY PROGRAM COORDINATOR

Once the Spring Donation Appeal has been completed, the collected monies should be remitted all together in the provided return envelope to:

Paradisus Dei, Inc.  
P.O. Box 19127  
Houston, TX 77224

Telling the participants to send their monies directly to Paradisus Dei invariably results in a very low donation collection.

## MEASURING SUCCESS

Though a recommended contribution level is provided for every parish based on their size, the overall participation rate in the appeal is much more important than the amount. With that, please be generous as the monies collected will impact our ability to provide this program to other men and parishes.

Our ability to provide TMIY to men all around the world is directly dependent upon the results of the donation appeals. Please encourage men to be as generous as they can.

As a thank you, for those groups that meet their recommended contribution level, Paradisus Dei will send free gifts. For the Fall Donation Appeal, the gift is the Lent Books used in the Spring, and for the Spring Appeal, the gifts are the End of Year Gift (which varies by year).

## PITFALLS

**Lack of Commitment by the Master of Ceremonies:** A “half-hearted” donation appeal by the Master of Ceremonies results in a reduced donation collection.

**Failure to Play Donation Appeal Video:** A failure to play the appeal videos in its appropriate place results in a reduced collection.

**Missing Donation Basket:** Telling the participants to send their monies directly to Paradisus Dei invariably results in a very low donation collection.

**Unknown Location to Donate:** Many men give cash donations. Make your donation basket obvious and easily accessible. In the typical rush to get on the road after the program, men will often say “I’ll get to it next week.” Through no ill-will on their behalf, they frequently forget.

# *Frequently Asked Questions*



## **FINANCES**

**Q: *How much does the program cost?***

**ANSWER:** Paradisus Dei does not charge parishes for the program itself. However, all parishes are required to pay for the onsite costs to host the program. Onsite costs include program promotion, food and beverages, and potentially audio/video equipment.

**Q: *How do parishes finance their portion of the program?***

**ANSWER:** Parishes finance TMIY in a number of ways. The three most common ways are:

- 1) The parish pays for the program out of general funds or adult formation/education funds;
- 2) A financially blessed man and/or group of men finance the program for the parish;
- 3) The Core Team finances the program.

**Q: *Can we charge the men to attend the program?***

**ANSWER:** No. Paradisus Dei does not charge parishes for the program, nor may parishes charge participants for the program. Paradisus Dei and the parish are dependent upon the generosity of TMIY participants through the two donation appeals to fund the program. The parish is welcome to pass along the cost of the Participant Books to the men if they choose.

**Q: *Why can't the parish charge men for the program?***

**ANSWER:** Paradisus Dei does not permit parishes to directly charge men to attend the program for two reasons. First, the program seeks to develop an environment of gratuitousness towards the men. A common statement from prospective participants during the promotional campaign is: "Okay, what do you want me to do for you now?" The appropriate answer is: "We don't want you to do anything! We want you to receive something!" By not charging for the program, that response can be said with integrity. Second, TMIY has proven itself successful in "casting the net" more deeply into the parish than many other programs. An "admission fee" would discourage those men who are already stepping out of their "comfort zone" to give TMIY a try.

## CHURCH APPROVAL

**Q: *Has the program received Church approval?***

**ANSWER:** Since TMIY is not purely catechetical in nature, but seeks to help men encounter God within the context of their marriages and family life, the Archbishop of Galveston-Houston (Cardinal DiNardo) has determined that the That Man is You! program does not need the Imprimatur or Nihil Obstat at this time. Nonetheless, he reserves the right to submit TMIY for evaluation at a later date.

**Q: *Does the program have the support of the Archbishop of Galveston-Houston?***

**ANSWER:** Noting the fruits of TMIY, Cardinal DiNardo has endorsed the program for use at the parish level. His letter of recommendation may be found in the program's promotional literature. TMIY has also received endorsements from Archbishop Charles Chaput of Philadelphia and Archbishop Samuel Aquila of Denver.

**Q: *Are there any clergy involved in the governance of TMIY?***

**ANSWER:** TMIY has developed a Bishop's advisory board that meets yearly to discuss and guide the program.

## PROGRAM CONTENT

**Q: *Who developed the material for the program?***

**ANSWER:** The program content was developed by Steve Bollman based upon the Church's traditional sources of Scripture, Tradition and Magisterial teachings. The content was developed over the course of numerous years based on his extensive reading, personal insights and discussions with numerous theologians and individuals within the Church.

## PROGRAM STRUCTURE

**Q: *What is the structure of TMIY?***

**ANSWER:** TMIY is divided into three roughly equal parts: 1) 30 minutes for a meal, 2) 30 minutes for the video presentation, and 3) 30 minutes for small group discussions.

**Q: *May any of the meal or small group sections of TMIY be eliminated or skipped?***

**ANSWER:** No portion of the TMIY program may be eliminated or skipped. Experience shows that the three segments of TMIY support each other and form an integrated program that is greater than the sum of the parts. Individual men are permitted to attend the program as it fits their particular scheduling needs. Therefore, it is not uncommon that some men need to leave the program before the small group discussion is completed.

**Q. *Is it better to run a morning or evening program?***

**ANSWER:** All other things being equal, experience shows that morning programs are more successful than evening programs since they do not encounter the same intensity of scheduling conflicts. Nonetheless, parishes must consider their individual dynamics and logistics. It is often not feasible to run a morning program in parishes where the men would encounter a significant commute to work following the program. In such cases, evening programs have been proven successful.

**Q. *What is the best day of the week to run TMIY?***

**ANSWER:** All other things being equal, experience shows that programs run on a weekday morning are typically successful. Nonetheless, successful programs have also been run on Saturdays. It has been discovered that more men travel at the beginning of the work week than the end of the work week.

## PROGRAM START-UP

**Q. *How long does it take to get the program started?***

**ANSWER:** The amount of time it takes to get TMIY started varies greatly, depending on the parish. Some parishes have started TMIY in little more than a month while other parishes have taken more than a year. As a rule of thumb, most parishes are successful at launching TMIY in the fall if they formed their Core Team by the summer.

**Q. *What happens if I cannot get enough men to agree to be on the Core Team?***

**ANSWER:** The ability to form a Core Team is one of the signs that a program is “going to make it” at a particular parish. The Core Team needs to have at LEAST four dedicated men (for a small parish) who can make the vast majority of the sessions. Ideally, the Core Team should have 6-8 men, which provides for back-ups when Core Team members need to miss sessions and avoids placing too great a burden on any one man. The failure to form an adequate Core Team is an indication that the parish needs to move more slowly or combine their efforts with a neighboring parish.

## PROMOTIONAL CAMPAIGN

**Q. *Do we need to run the entire promotional campaign?***

**ANSWER:** Yes, it is essential to run the entire TMIY promotional campaign. In a culture bombarded by advertising messages, TMIY must work very hard to establish itself in the mind of potential participants. Experience indicates that an intensive promotional campaign is only able to reach half the men of a large parish. Nonetheless, a discernment of the particular needs of your parish can be made with your TMIY Program Coordinator. The greatest determinate of the intensity of the promotional campaign is the size of the parish.

**Q: *How much does the promotional campaign cost?***

**ANSWER:** The cost of the promotional campaign varies based on the size of the parish and thus the amount of marketing materials needed. These costs are discussed in detail in the Program Materials section of the manual.

**Q: *What do we do if there is a small response to the promotional campaign?***

**ANSWER:** A well-run promotional campaign is typically able to attract between 5-10% of the men registered in a parish. Although numerous factors may contribute to a lower than expected response, the most frequent issue is a lack of personal contact by the Core Team and Small Group Leaders and Helpers. Reliance on the promotional materials alone will typically result in a registration rate of 2% or less. In some cases, it may be necessary to reevaluate the selection of the Core Team members and Small Group Leaders. The vast majority of men will register the last two weeks of the promotional campaign.

## DONATION APPEAL

**Q: *Are we required to run both donation appeals?***

**ANSWER:** Yes. Paradisus Dei is able to make TMIY available solely through the generosity of the participants of the program. Successful donation appeals allow Paradisus Dei to continue to improve the program and make it available to men nationwide.

**Q: *How does Paradisus Dei use the money from the donation appeals?***

**ANSWER:** Paradisus Dei uses the money collected from the donation appeals to finance the development of the program and to pay for its operating expenses.

The three largest areas of developmental costs are: 1) Professional production of the program videos; 2) Website development; and 3) Professional development of TMIY promotional materials.

The three largest areas of operating costs are: 1) Salaries and health insurance for Paradisus Dei employees; 2) Office space; and 3) Administrative costs (printing and warehouse costs, shipping, office equipment, telephone, internet, etc.). It should be noted that the TMIY program founder, Steve Bollman, does not receive a salary or any other monies from Paradisus Dei.

## INTERNET USAGE

**Q: *When will I receive access to the secure area of the Paradisus Dei website dedicated to host parishes?***

**ANSWER:** Once the parish has received pastor approval and formed a Core Team, the Core Team Leader will be sent log-in credentials which provide host access to a secure area of the Paradisus Dei website. This host access is also available to the other members of the Core Team.

**Q: *How do I access the secure area of the Paradisus Dei website?***

**ANSWER:** The secure area of the Paradisus Dei website may be accessed by going to the website at [www.paradisusdei.org](http://www.paradisusdei.org), clicking on the Log-In button in the upper-right hand corner and then entering your login ID (typically your email address) and password.

**Q: *Is it necessary to use the Paradisus Dei website?***

**ANSWER:** Yes. The TMIY program is facilitated through the use of the internet. By using the Paradisus Dei website, host parishes have access to materials and information “24/7” and the TMIY Program Coordinators are able to spend their time helping parishes with unique issues and opportunities (as opposed to explaining routine matters each time to every parish).

## OTHER PROGRAMS BY PARADISUS DEI

**Q: *Does Paradisus Dei offer a program for women?***

**ANSWER:** Yes! One of the most common comments from the wives of men attending the program is, “What do you have available for me?” In 2015, *The Choice Wine: 7 Steps to a Superabundant Marriage* was offered to parishes as a marriage enrichment program. More information about this program can be found at [www.thechoicewine.org](http://www.thechoicewine.org).

**Q: *Does Paradisus Dei offer any additional programs?***

**ANSWER:** The mission of Paradisus Dei is the renewal and support of the Catholic family. Currently, we offer products for college students (Hope Undimmed) and a Mother Daughter Retreat.

Hope Undimmed brings together thirty incredible speakers for seven unforgettable sessions and one amazing experience. This series of seven videos attempts to help students to bridge the gap between faith and reason as it relates to the mystery of the human person, created male and female.

The Mother Daughter Retreat helps you deliver God’s remarkable good news about sexuality. Katie Hartfiel leads mothers and daughters (grades 8-12) on this remarkable journey that weaves engaging talks with powerful prayer and extraordinary fun to create an experience of a lifetime. This one-night experience uniquely supports church, school or home use.

These products are available for purchase on our website at [www.paradisusdei.org](http://www.paradisusdei.org).