

*Ministry to Men - Ministry by Men*

# Building Men for Christ



*“As iron sharpens iron, so one man sharpens another.”  
Proverbs 27:17*

## **“Growing a Vibrant, Christ-Centered, Life-Changing, Kingdom-Focused Men’s Ministry in Your Church”**

*based on the*  
**Beach Road Men’s Ministry Model  
“A Band of Brothers”**



prepared and annually updated (May 2015) by  
**Mel Cornillaud, on behalf of the men’s ministry at  
Beach Road Baptist Church, Southport, NC 28461**

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# Men's Ministry at Beach Road – “A Band of Brothers”

## Overview

The Men's Ministry at Beach Road Baptist Church in Southport, NC has grown to be a very active and well-attended Christ-centered fellowship, ministry and mission outreach. This is due in large measure to a solid balance of **spiritual growth, personal evangelism** and **mission work**. We have become a vibrant “**ministry to men**” and a “**ministry by men**”... *Heart then Hands*.

Our “**Band of Brothers**” Men's Ministry provides a variety of opportunities for men to fellowship, learn, and serve. The focus is on building strong, Christ-centered, trusting relationships, while addressing the needs of men in maintaining and improving their walk with God. Monthly worship rallies, prayer breakfasts, small study/sharing groups, local and overseas work trips, group outings and activities, and special men's conferences **are** just a few ways men can get involved in this dynamic ministry.

Men who desire to live a godly life must devote time and energy to knowing the Father and each other. As Christian men, we must choose to associate and fellowship with other Christian men, who will support, encourage, challenge, and strengthen us. **Men need other men of God** to help develop god-like character in their lives, as Proverbs 27:17 says, *"As iron sharpens iron, so one man sharpens another."*

**Richard Brunson**, Executive Director for North Carolina Baptist Men, spearheaded a comprehensive effort to similarly broaden the focus of the Baptist Men's program in churches throughout North Carolina. He indicated that, from the perspective of the local church, the primary purpose of Promise Keepers is **outreach and discipleship**, while the primary purpose of Baptist Men is to **involve Christian men in missions**. He suggested that these two purposes can compliment each other and serve to strengthen a local church's Men's Ministry program. Brunson said, “Men who have grown in their faith are more willing and able to serve Christ.”

Brunson pointed to **Beach Road Baptist Church** as a good example of a men's ministry that has successfully developed this **balanced approach** to ministry and missions. **Mel Cornillaud**, Director of Beach Road's Men's Ministry, lists these ingredients as essential for success:

- |   |  |
|---|--|
| 1. <b>Christ-centered</b>   | 5. <b>Sustained by trusting relationships</b>                    |
| 2. <b>Prayer and purpose driven</b>                               | 6. <b>Balanced – spiritual growth, outreach and mission work</b> |
| 3. <b>Led by called, motivated and trained leaders</b>            | 7. <b>Active, supportive Pastor</b>                              |
| 4. <b>Open and relevant to all men with multiple entry points</b> | 8. <b>Well planned meetings</b>                                  |
|   | 9. <b>Good communications</b>                                    |

Beach Road is just one model of a vibrant, growing ministry for men. There can be several successful variations depending on the men and church involved. However, we believe that the above ingredients are essential, and that the spiritual growth elements and the mission focus can be a winning combination for the Men's Ministry in any church, regardless of size. These and other aspects of our Men's Ministry are described in this manual. Beach Road's “**inside out**” ministry concept was also featured in a Mandate video produced by and available through the North Carolina Baptist State Convention, describing the elements of a **balanced men's ministry**.

We were requested by our state convention to put this ministry material in a form useful for other churches, and it is our privilege to share this recently updated version with you. If you desire to start or revitalize your men's ministry, **we stand ready to assist you**. We also invite you to contact us and/or attend one of our meetings. Our prayer is that our men's ministry and all we do will be pleasing to God, and that He alone gets the Glory, for He alone is Worthy.

In His service, we are: **The Men of Beach Road**

Men's Ministry at Beach Road

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## Men's Ministry at Beach Road

# Spiritual Commitments

*As Christian men and spiritual heads of our households, we are to:*

- Honor Jesus Christ through prayer, worship and obedience to His Word, through the power of the Holy Spirit;
- Practice spiritual, moral, ethical and sexual purity;
- Build strong marriages and families through love, protection and biblical values;
- Support the mission of our local church, by honoring and praying for our pastor and by actively giving our time and resources;
- Reach beyond any racial and denominational barriers to demonstrate the power of biblical unity;
- Influence our world, being obedient to the Great Commandment (Mark 12:30-31) and the Great Commission (Matthew 28:19-20).

### *How Can We Keep These Commitments?*

- Totally surrender our lives to Christ as our Savior and Master.
- Develop a servant attitude, modeled after that of Jesus.
- Be a reader, knower and doer of the Word.
- Pursue vital, trusting relationships with other Christian men, understanding that we need brothers to help us keep our Christian commitments.
- Participate in a Christ-centered, disciple-making men's ministry in our church.

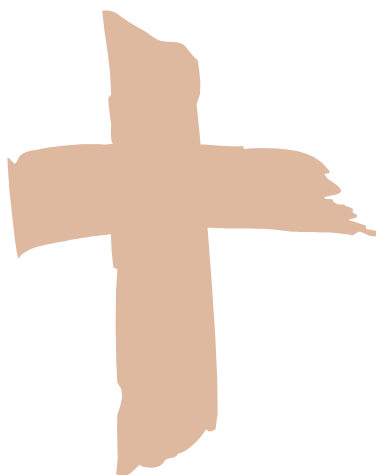
## Vision and Purpose

# Men's Ministry at Beach Road

## *“Building Men for Christ”*

Ministry to Men

Ministry by Men



### Beach Road Men's Ministry Objectives

Create opportunities for men to build Christ-centered, trusting relationships in which they help, equip, and encourage each other to:

- Grow in Christ-likeness
- Serve others in need
- Evangelize the lost

Help other churches start, grow and/or revitalize Christ-centered, life-changing men's ministries.

## Why Men's Ministry?



While this question may appear unnecessary, it is important that we clarify what is meant by **ministry**, as it relates to men. We must recognize how the world has negatively impacted and influenced most men, and understand our unique biblical role as godly men in an ungodly world. (What God's Word says about who we are, what we are to become and what we are to do.)

During the last several years, I (Mel Cornillaud) have had the privilege of representing the men of my church and North Carolina Baptist Men at several statewide and national Men's Ministry training events in churches and conferences. As I have shared the essential elements of a vibrant and life-changing men's ministry in the churches, I have witnessed the concern pastors have for family problems in their church and for lost people, especially men, in their community.

### Church Facts and Statistics Concerning Men

- A typical church congregation draws an adult crowd that is 61% female, **39% male**.
- On any given Sunday in the U.S. there are 13 million more adult women **than men** in churches.
- This Sunday almost 25% of married, churchgoing women worship **without their husband**.
- Midweek activities often draw 70% - 80% female participants, **20% - 30% male participants**.
- **90% of the boys** raised in the church **will abandon it** by their 20<sup>th</sup> birthday – **most don't return**.
- The average man accepts the reality of Jesus Christ, but **sees no value in going to church**.
- 90% of men believe in God and call themselves Christians, but **only 1/3 attend church on Sunday**.
- A large number of churchgoing men **attend out of habit**, unaffected by what they hear.
- Quite a few men go to church simply to **keep their wives/mothers/girlfriends happy**.
- The majority of men who attend church **do nothing during the week to grow their faith**.
- Over 90% of Christian men have **never shared their faith with another man**.
- Many churches are declining because **men have stopped participating, growing and leading**.

### Are Our Churches Losing the Battle for the Hearts of Men (husbands/fathers)?

In recent years, many men have seemingly lost interest. Since 1991, church attendance, Bible reading, Sunday School participation, volunteering and financial giving have all decreased among men. Out of 96 million men over 18 in the United States, only 26 million say they go to church, many for the wrong reasons. Of the 70 million men that don't attend any church, 80% of them say they grew up with some sort of church background. These men aren't necessarily opposed to going to church. They just don't see churches as being "male friendly." While many men in our churches are involved Christians, most men (husbands and fathers) in our communities are spiritually detached. Are our churches losing the battle for the hearts of men?

With no “spiritual compass,” many men are in bondage to debt, captured by pornography, and caught up in addictions and sin. Men are confused about masculinity and are disillusioned by the false promises of wealth and power. Many men abuse their wives and children, or have abandoned their families physically and/or emotionally. Men have rejected their commitment to marriage, and as a result, families are fragmented and fragile. Marriage, once considered precious and lasting, is no longer seen as safe. Young (and not so young) people are seeking all kinds of alternative lifestyles. Recent developments in our country have opened a debate over the necessity for a constitutional amendment to protect what God intended for marriage.

### **Men are the Critical Mission Field in our Communities**

Although called by God to be the spiritual leaders, most men are spiritually adrift. Many pastors and other Christian leaders see this as a major crisis and are recognizing the great need for their churches to reach out to men, being sensitive to their needs. Churches must involve men, not only in projects and missions, but in helping each other grow in Christ, teaching them how to become better husbands, fathers, leaders and witnesses to other men in the community.

While men and women are created equal (Gen. 1:27), men are **strategic** (1 Cor.11:3, 9-11). Therefore, men are the critical mission field in our communities. If churches will respond to create “male friendly,” intentional outreach ministries to and for men, God’s order can be restored, marriages can be saved, families and communities can be turned to Christ. As Steve Farrar suggests, “Men must lead the charge.”

### **A Challenge – Men Leading the Charge**

Patrick Morley, Man in the Mirror Ministries, says that Christian men who are **growing in Christ**, are **spiritually leading their families**, and are **moving toward the center of God’s will** with their lives, generally **have 5 things in common**:

1. They have a **daily quiet time**, often in the early morning, during which they pray, reflect on scripture and listen to God’s revelations for their daily lives.
2. They participate in **weekly Bible study**, in addition to Sunday School and church sermons.
3. They **support the pastor and ministries of their local church**, and actively attend and participate using their time, talents and treasures.
4. They **meet regularly with other Christian men** for fellowship, encouragement, accountability, outreach, discipleship, ministry and missions.
5. They have an **active personal ministry**, using their unique spiritual giftedness to (1) reach the lost for Christ, (2) help family, friends and others grow in Christ, and (3) serve others in need through helps and missions.

### **Men are Strategic**

Consider the following results of a survey completed a few years ago and reported by Focus on the Family Publishing:

- If a **child** is the first person in a household to become a Christian, there is only a **4%** probability that everyone else in the household will follow.
- If the **wife, mother** is first to accept Christ, only a **17%** chance the rest of the family will.

- But if the **man** (the **husband**, the **father**, **God's Point Man**) is the first person in a home to become a Christian, there is a **93%** probability that the **rest of the family will follow**.



As God's appointed spiritual head of his household, when a man accepts and grows in Christ, his family will follow. There is something in the hardwiring of creation that naturally causes wives and children to look to husbands and fathers to lead out, especially spiritually. More importantly, it is biblical (Eph. 5:22-33, 6:1-4). Satan knows that and tries to keep men convinced of their self-sufficiency. Only other men fully understand the world's pull on men, which keeps us from surrendering to and growing in Christ.

These glaring statistics shout the paramount importance of churches becoming more intentional in their development of men's ministries that will attract and grow men for Christ. If you reach the men, you will reach **the families**. **But to reach the men you have to understand their condition and their issues, intentionally enter into their world, and specifically address their needs.**

In his book "*How to Build a Life-Changing Men's Ministry*," Steve Sonderman says "if ever there was a time in history when local churches needed to build men individually and corporately it is now." As our world seems to be going from bad to worse, men desperately need and are looking for a ministry uniquely designed to reach them as men, focused on the issues they deal with. The tremendous turnout and response to the large Promise Keepers gatherings in recent years is clear evidence.

Sonderman suggests the following conditions of men. They serve as critical reasons why men should be encouraged to join together to build authentic Christian brotherhood in the church.

Men don't do "**brotherhood**" naturally. The American male is often:

1. **Friendless** ...in a world of competition, comparison, isolation, individualism and self-sufficiency.
2. **Emotionally Isolated** ...seeing himself as what he does, not how he feels, having heard since childhood that men do not show emotions.
3. **Confused over Masculinity** ...often an identity crisis with our ever-changing role models, needing to discover their true masculine identity in Christ.
4. **Success Driven** ...convinced that what he does and what he has is who he is.
5. **Spiritually Searching** ...with hundreds of thousands responding to Christian events, retreats, Promise Keeper conferences, mission projects, during which large numbers are committing or recommitting their lives to Christ. Then what??



Whereas women tend to enjoy getting together and sharing with each other, men don't necessarily think about doing that. Men tend to be more activity oriented and like to be involved in "projects." But, by their nature, men often isolate themselves relationally.

Our churches need to become "**male friendly**" places, with intentional disciple-making men's ministries...ministries in which men can "**comfortably**" come together to build trusting relationships, through which they can help each other know and trust Christ and grow in His likeness. Where they can become true spiritual heads of their household (Eph 5:22-33). Where they can meet on a regular basis to worship with other men through song and prayer. Where they can share their walk with Christ, as well as their feelings, failures and fears. Where they can support the spiritual growth of youth in the church, and talk about ways to raise godly children and grandchildren in a godless society. Where they can encourage each other to discover and use their unique spiritual gifts to serve others for Christ and to boldly reach out and minister to other men in a lost world.

When Christ formed his men's ministry, he selected men of all backgrounds to be united in Him. He taught and encouraged them **to minister to each other**. Then He told His disciples to finish the work that the Father had given Him to do. Likewise, Christ tells us to help each other to "grow up in Him" and then turn our eyes to the mission fields before us. Therefore, the general objective of men's ministry is **to help each other become godly, biblical men**...men of integrity, intimacy, identity and influence (Sonderman). Men committed to growing in Christ and doing His work.

Accordingly, having a **clear and agreed upon purpose and associated objectives** for a church's Men's Ministry will help it stay on track and focused on its strengths, and will serve as the basis for decision-making regarding ministry direction. Our men's ministry purpose and objectives were prayerfully developed, and broadly communicated and agreed upon by all men:

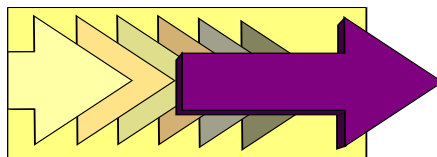
**The Purpose of the Beach Road Men's Ministry is to: *Build Men for Christ***

**Our Primary Objective: *Create opportunities for men to build Christ-centered, trusting relationships in which they help, encourage and equip each other to:***

***(1) grow in Christ-likeness, (2) serve others in need, (3) and evangelize the lost***

We believe that these serve to define the important biblical parameters of our balanced ministry, and to limit our activities to only those as defined by our clear and agreed upon purpose statement. As our ministry grew, we were led to add to our purpose statement the objective of helping other churches start or revitalize their men ministries.

The **Men's Ministry at Beach Road Church** is one example of a balanced, purpose-driven, Christ-centered men's ministry. The rest of the enclosed information attempts to describe the specific **ministry** and **mission** concepts and building blocks used at Beach Road Church in our effort to get men from **where we are** to ..... **where God wants us to be**.



## **Men's Ministry - Key Success Ingredients**

What must be included in order to have a successful, life-changing men's ministry? Although, there are many important elements, the following key ingredients are essential:

### **Christ-Centered**

Men come together in churches for many reasons. These are often groups focused primarily on fellowship, civic interest, programs and/or church work projects. While these "men's clubs" in the church have value, they are often program driven and not a true ministry in which men are growing together in Christ and doing His will. To respond to men's true spiritual needs, a successful men's ministry must **put Christ at the center** and focus on spiritual development, giftedness and outreach.

### **Prayer and Purpose Driven**

There has never been a mighty movement of God apart from prayer. Therefore, it is essential to have the church's men's ministry be *founded and fueled by prayer*. The need for a men's prayer team remains constant even as other aspects of the ministry may change. So, from the beginning, there must be a group of men gathering regularly to pray for the needs of the their church and their men's ministry. Woodruff reminds us that "Men will grow weary without the supernatural power of the Spirit of God, who grants wisdom, encouragement and power for ministry to those who call upon Him."

As indicated previously, having a **clear and agreed upon vision and purpose** for a church's Men's Ministry will help it stay on track and focused on its strengths, and will serve as the basis for decision-making regarding ministry direction. Your vision and purpose statements should be concise, measurable, and in harmony with church goals.

### **Led by Called, Motivated and Trained Leaders**

As in any successful organization, capable leadership is essential. In spiritual leadership, men who lead must first serve. *Mark 10:42-45*. While many godly men should take active leadership roles, the key man should be called by God and gifted by the Holy Spirit to lead the Men's Ministry. Other men gifted for leadership should head segments of the ministry. Some of these men may subsequently become Men's Ministry Director. Identifying and calling these men is vital to achieving a vibrant and lasting ministry.

### **Open to and Culturally Relevant to All Men – Multiple Entry Points**

The men's group in the church can sometimes be seen by other men of the church to be one dimensional in its focus and mission work. This is often unintentional and may result from the good efforts of a small group called to a particular work. However, in order to have broad appeal to the men of the church, the ministry should be seen as (and be) broad-based in its outreach and **open to all men**.

Men of the church and the surrounding community often have different backgrounds, incomes, interests and needs. The men's ministry should establish ways (e.g. small groups) to reach out to, connect with and appeal to men of varying interests. Try to form special groups, activities and ministries that will help your men connect with other men, whom they perceive like themselves. These "comfortable" **entry points** will bring new men into the ministry.

### **Sustained by Trusting, Christ-Centered Relationships**

We agree strongly with Sid Woodruff when he says that believers are not to be "lone rangers." He refers to the many "one another" passages in the Bible that tell us that men need each other for encouragement, accountability and spiritual growth (Proverbs 27:17, 1 Thessalonians 5:11, Romans 15:14, and Hebrews 10:24).

A Christian man needs to surround himself with trusted friends, who will be honest, transparent and confidential as weaknesses, struggles and burdens are shared. Having these Christ-centered relationships are crucial to building and maintaining an effective men's ministry because men are far more interested in relationships than programs.

### **Balanced – Outreach, Spiritual Growth, Equipping and Missions**

Men's Ministry should be balanced – **Ministry to Men** and **Ministry by Men**. Rather than simply gathering men to just eat, fellowship and/or do work, men should first see their role as **brothers in Christ**... repenting, worshipping, praying, learning, sharing together and helping each other to grow in Christ-likeness. The men's ministry should incorporate several methods for discipling men to spiritual maturity. This can include making your monthly meetings less business and program oriented, and more focused on testimonies, teaching, praise and small group prayer. You should use proven curriculum like Men's Fraternity and have separate men's Bible study groups should be established and encouraged. Men should also be encouraged to come together weekly in small accountability and prayer groups. These and other approaches will help fulfill Proverbs 27:17 ("As iron sharpens iron, so one man sharpens another.")

As they grow spiritually together, men will become internally motivated by the Holy Spirit to read and obey God's Word and to discover and activate their spiritual gifts to serve others. This inside-out approach builds biblical men whose changed heart convicts them to become godly husbands and fathers, and to eagerly get involved in personal evangelism and local, national and/or international missions.

In LifeWay's excellent Men's Ministry Manual, "**Drawing Men to God**," Sid Woodruff identifies the four cornerstones of a balanced men's ministry:

- *Evangelize Men to Salvation and into the Church*
- *Establish Men to Spiritual Maturity*
- *Equip Men for Ministry*
- *Extend Men on Missions*

## **Active, Supportive Pastor**

Often overlooked is the critical role of an active and supportive Pastor(s). He should feel **strongly** that having a successful and growing men's ministry is a key component of **his** ministry and to the church's growth and mission work.

The Pastor(s) should be an active member of the men's group and serve as its Spiritual Advisor. Although he should not be totally relied on as the only teacher and prayer leader, he should be called on at appropriate intervals to teach and guide the men spiritually. A men's ministry that lacks the full support and/or involvement by the Pastor risks being out of synch with the overall ministry of the church, and undesired misunderstandings and divisions can result.

At Beach Road Baptist Church, Pastor Todd Houston strongly supports the Men's Ministry as critical and integral to his ministry. He serves as its Spiritual Advisor, and regularly attends and actively participates in all men's meetings and functions. He encourages men to spiritual headship from the pulpit, often bringing men to the altar for prayer. He plans to host and lead regional men's spiritual growth conferences at Beach Road. He is also active in international mission trips, and annual trips to the Holy Land.

## **Well Planned Meetings**

As Paul recorded in 1st Corinthians, God wants order in His church. Therefore, men's meetings should not be left to chance. Yes, it is true that through prayer and seeking God's direction, the Holy Spirit will guide the men's gatherings. However, prayerful preplanning, and developing a well thought out agenda helps make Beach Road's meetings run smoothly and orderly, while still allowing the Holy Spirit to flow freely in our gathering. Specific recommendations as to meeting format and content will be described later.

## **Good Communications**

We all know the value of good communications. We like to know what's going on and we feel more attached to a group if we are "up on things." Also, while we don't always admit it, men appreciate getting a flyer, a note or a phone call reminding us of a meeting or other important event. Part of the success of the Beach Road's Men's Ministry is attributed to regular communications to the men of the church and many other men in Southport, Oak Island and the surrounding area.

Beach Road communicates aggressively with men, and sees it as a separate ministry. This ministry reaches out to men who are not active in church and/or men's ministry. We also provide information and encouragement to those who regularly attend the men's meetings and are active in personal ministries. Enclosed is a separate section discussing Beach Road's Men's Ministry Communications, including the monthly Newsletter, meeting notices, phone calling team, etc.

## Men's Ministry at Beach Road

### Calling All Men - Why They Come - Multiple Entry Points

Can you visualize what your church might “look like” if men of the church were no longer on the sidelines of spiritual life and leadership, but were actively applying their spiritual gifts to the ministries and mission of the church? How can you start or grow a vibrant men's ministry in your church that will attract the men? How can you get them to come?

The key steps in starting/growing a men's ministry are to: 1) Gather interested men, 2) Pray and plan with your pastor, 3) Select called leader(s), 4) Survey the men, 5) Schedule major events, 6) Communicate well, and 7) Trust God to deliver the men. A well thought out, prayed over and agreed upon **Purpose Statement** should be clearly communicated to all men of the church. Accordingly, when first forming, restarting or revitalizing a Men's Ministry in the church, all men should be **called** to this ministry to simply **join together to help each other to grow in Christ**. We recommend that an invitation go out by letter from the Pastor to all men, with specifics from the Men's Ministry leader(s). Subsequent growth is generated through “**multiple entry points**,” like special dinners with speaker, golf outings, fishing tournaments, Super Bowl parties, PK conference, regional rallies, mission fairs, construction projects, small groups, etc.

Our former Pastor's often requested letter is included here for your review. It was sent several years ago to all men of Beach Road Baptist Church. This letter was a clear and effective **call-to-action**, and was attached to a more in-depth letter from the Director of the Men's Ministry. The letters highlight the importance and key elements of the men's ministry and invite them to a special men's fellowship and kick-off meeting. The letters were followed by a phone call by the Director and others to add a more personal touch and answer any questions. Follow-up letters and flyers announcing our first monthly Tuesday evening gathering were also sent out. A Sunday service announcement and bulletin insert reminded men of the meeting.

The response to this new beginning was excellent. The new kickoff meeting was well planned. As a result, attendance immediately jumped from approximately 8 men to about 30 men, which has grown by using **multiple entry points** to over 50 active men and growing! We are a medium size, but growing church with about 100-150 men currently attending church services.

Some of the letters to the men go to the heart of the commitment and involvement issues. Many men have reasons (and excuses) as to why they cannot participate. Every effort was made to answer each question concerning **what the men's ministry is** and **what it isn't**, and to remove any and all obstacles preventing men from participating. In our case, this involved adding another meeting time - once a month (or every 2 months) Tuesday night meeting with a dinner. These sessions average 30-40 men. The Saturday morning prayer breakfasts average 10-15.

Men are coming because this ministry is seen as open to **all** men, and because it has been focused on the fundamental Christ-centered ingredients that godly men are seeking. These ingredients are vital to a responsive, vital ministry and fellowship of men. Remember the keys to starting and growing a men's ministry: **Prayerfully select called leaders; have pastor and leaders pray for the men; call all men together to help each other grow in Christ; involve all men and their interests (multiple entry points); plan and communicate well; and trust God to grow the ministry!** A survey of abilities and ministry interests can also be useful.

**Beach Road Baptist Church**  
**P. O. Box 11457 - Long Beach Road**  
**Southport, North Carolina 28461**  
**910-457-0300**

**Sample Letter from Pastor**

To the men of Beach Road Baptist Church:

You have heard me say many times that we as men are called to be the spiritual heads of our household and to grow in our commitment to serve the Lord in ministry in accordance with the spiritual gifts our Lord has given us.

Our Lord has left no Christian man out in His distribution of gifts and talents to do His work. While some gifts may seem more important than others, I assure you that our Lord makes no distinction. The trouble is, while all men are called to Christian leadership and to grow in their walk with Christ, only a few study and apply God's Word and put their God-given abilities to use to build up His kingdom.

I believe the time has come to call all men of our church to come together to support and help each other grow spiritually and to reach out to others through our Baptist Men's ministry.

Please carefully read the attached Men's Ministry information from our Men's Ministries Director. I strongly support and encourage this broadening of our men's ministry and fellowship, through which we will support and strengthen each other in prayer, study, discipleship and Christian service.

I ask that you to pray about your participation, and hope you will join with us as we work together to serve the Lord.

Love in Christ,

Pastor \_\_\_\_\_



“The Going Church, For The Coming Christ”

## Men's Ministry at Beach Road

### **Meetings - Why, When and How Long**

Everyone has their own opinion about the purpose, frequency and length of meetings. The men at Beach Road Baptist Church are no exception. The following represents what we believe works best for us. We recognize there are several options to effective men's meetings.

#### **Why Meet?**

Men in the church should meet monthly (or at least every 2 months) to build trusting relationships, through which they can help each other know and trust Christ and grow in His likeness. **A large monthly meeting or worship rally** is a good format for general fellowship, personal testimonies, Bible teachings, business/mission project discussions, and for bringing new men into the group. Meetings also provide a good forum to discuss ways to support the spiritual growth of youth in the church, and talk about ways to raise godly children and grandchildren in a godless society. During meetings men can encourage each other to share their faith and discover and use their unique spiritual gifts to serve others for Christ.

**A separate regular prayer gathering** of dedicated "prayer warriors" to specifically pray for men and the men's ministry is vital and perhaps the most important aspect of our ministry.

#### **When to Meet?**

Fifteen years ago, our Baptist Men's group (primarily the Handyman Ministry Team) met one Saturday morning each month for a light breakfast, a devotional and a meeting to discuss their various work projects. This initial group of "handymen" and others has become one of the most active men's Handyman and Disaster Relief/Recovery Teams in all of North Carolina. This dedicated group of about 8 Christian men formed the nucleus of our Men's Ministry today. However, other men did not join in or had legitimate work and family conflicts on Saturdays.

Then we agreed to a **Tuesday night meeting time** and explained to the men of our church that our ministry was for **all** men in the church and also open to men in the community. Attendance grew steadily, and we now have over 50 active members, involved together in spiritual development, outreach and participating in about 20 separate team and personal ministries.

The Saturday morning gathering has become an **intentional prayer session** in which we pray specifically for our men's ministry and special needs of our church and men. A group (about 15) of dedicated "prayer warriors," including men's ministry leaders, the pastor, deacons and other men meet in a private at a local restaurant for this important prayer time. We believe that the twice-a-month gatherings of our men represent a good balance and frequency through which we can grow together as men of God.

**Important! One Ministry, Not Two!** Although we recognize men with young families may have somewhat different issues than older men, we do not have or encourage two separate men's groups divided by age, interests or meeting times. We do not have a separate morning

group and an evening group, a Baptist Men's group and a Promise Keeper group, a young men's group and an older men's group.

- We have **only one Men's Ministry** with several sub-ministries. Therefore, all interests, needs and giftedness can be addressed without splitting the main body. We encourage all the men to attend every meeting their schedule will permit and to place the Men's Ministry and its activities high on their priority list. We have averaged about 40 to 50 men (including guests) at our Tuesday night dinner meeting and about 10 to 15 men at our Saturday morning prayer session. Several men also participate in weekly prayer, accountability and Bible study groups.

### **How Long to Meet?**

Our big monthly gathering on Tuesday nights includes a dinner and lasts about 2 hours (6:30 to 8:30 PM). We believe one hour is **too short** and any longer than 2 or 2 ½ hours is **too long**. Not everyone agrees, but it works for us. See the next section for our meeting content and our efforts to stay focused on God's purpose, all of which we feel is important. While we attempt to stay on our agenda, we try not to rush through our meeting or eliminate items through which Holy Spirit is leading us.

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## **2015 Meeting Dates**

### **Saturday Morning Prayer Breakfast**

1<sup>st</sup> or 2<sup>nd</sup> Saturday

8:00 - 9:30 AM

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**January 10**

**February 14**

**March 7**

**April 11**

**May 9**

**June 13**

**July 11**

**August 8**

**September 12**

**October 10**

**November 7**

**December 12**

### **Tuesday Night Dinner Meeting**

3<sup>rd</sup> Tuesday

6:30 - 8:30 PM

\*\*\*\*\*

**January 20**

**March 11**

**May 19**

**July 21**

**September 22**

**November 17**

**Pastor Todd's Community Bible Study on Wednesday nights 6:30.**

**A Men's Bible Study meets at Jerry Derck's home Thurs 3:30 – 5:30**



## Men's Ministry at Beach Road

### Meeting Content, Key Elements and Agenda

The word Meeting is not really descriptive of our men's gatherings at Beach Road. We have used terms like Worship Rally, Fellowship Gathering, Prayer and Praise, Sharing Time, Mission Meeting, Prayer and Program, etc. The point is that we do **all of these things** every time we meet, and what we call it is not nearly as important as what it is, why we do it and, of course, what God does with it.

As previously indicated, much of our growth and excitement have come from our focus on putting God first, making sure that every meeting is also a worship service. We have developed a good time balance of spiritual growth content and mission work discussion in our meetings, about 2/3 and 1/3, respectively. We believe we have effectively incorporated the "**ministry to men**" ingredients of Promise Keepers with the "**ministry by men**" programs of Baptist Men.

The following Key Elements are incorporated into each evening meeting, normally in this order:

- Fellowship Time, Blessing (and Dinner)
- Praise and Worship - Standing and Singing Together
- Prayer Requests and Opening Prayer
- Welcome Guests and Brief Introductory Comments
- Testimony/Devotional (over 100 men have shared their testimony during the past 15 yrs)
- Teaching from Scripture (spiritual development applied to men)
- Pastor Comments
- Small Group Prayer and Sharing Time (3 to 5 men groups)
- Monthly Mission Focus/Video
- Missions, Ministries and Youth Activity Reports - Ministry Team Leaders
- Administrative Announcements
- Final Song and Closing Prayer

This order of events in our gatherings prepares our hearts for the Holy Spirit to convict us, teach us and guide us. We can then continue to work together to grow in Christ and be internally motivated by God to do His work. We believe this is essential, as we stated earlier in this material.

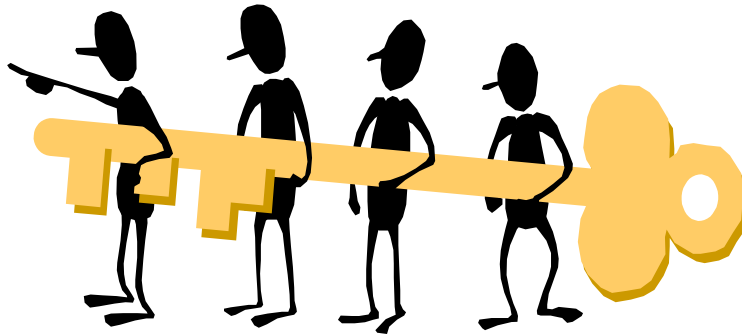
We can provide you samples of our meeting agendas to better share the above meeting content with you. It works well for us and our men seem to be growing and serving more than ever. Praise God!

We prepare and distribute a flyer or agenda for every meeting. While this may appear unnecessary and overkill, our men like the order and clarity it brings to our meetings. As far as who does the testimonies and teachings, we are blessed with several who are called to teach (not just the Pastor) and men who step forward (with a week or so notice) to give a testimony or devotional (their salvation story and/or what God has been doing in their life).

Men's Ministry at Beach Road

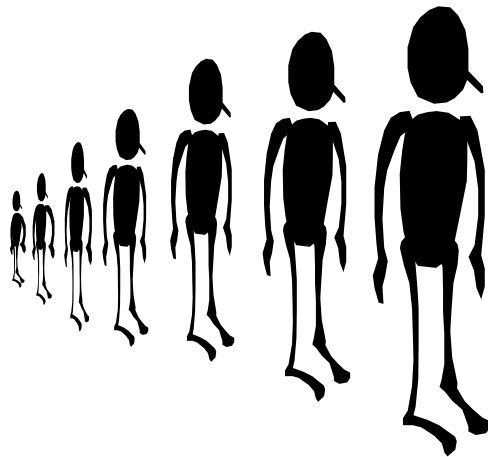
## Organizational Structure

Sharing the Leadership is Key



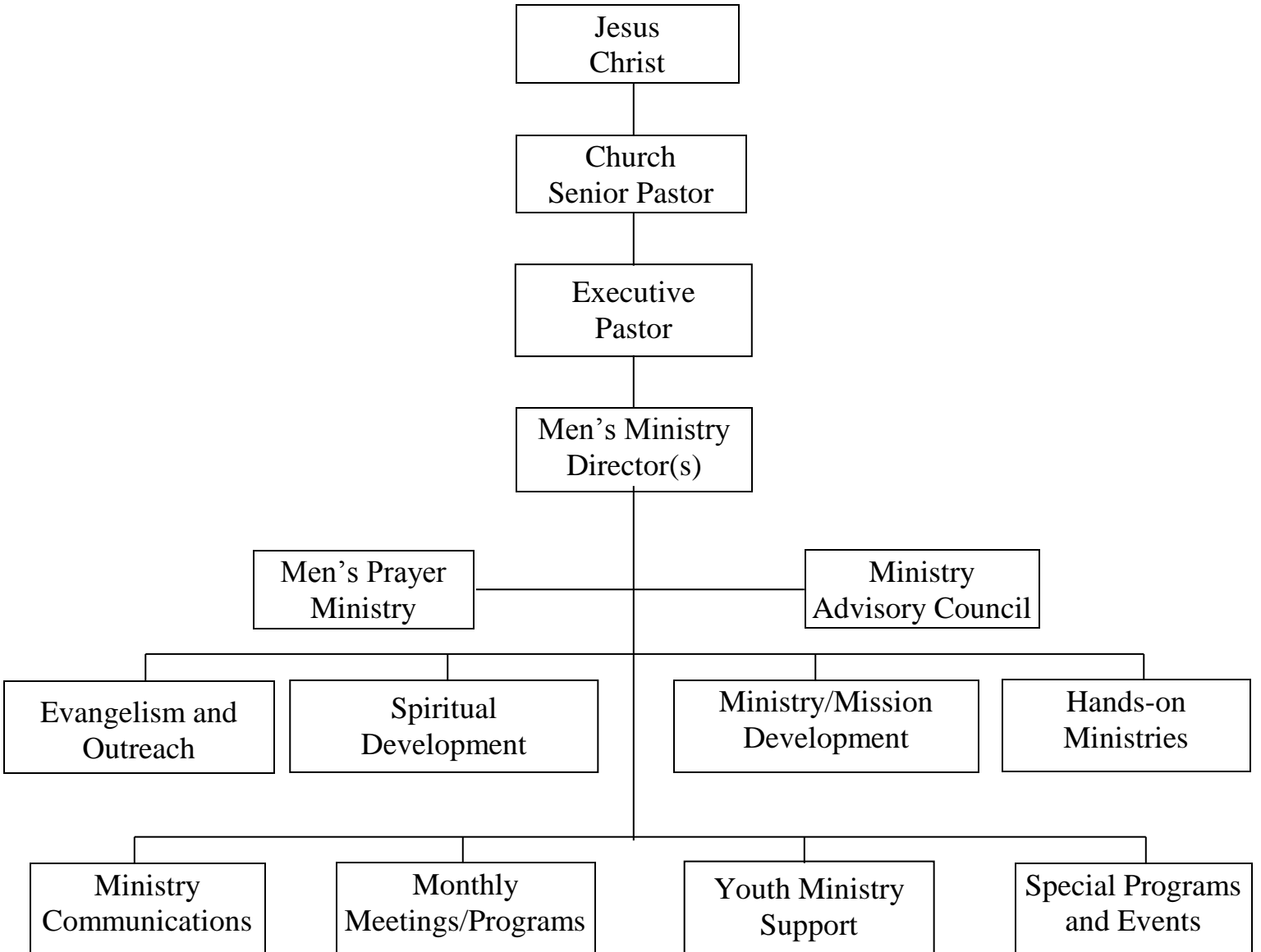
There are several ways to organize your men's group and the associated ministries and mission work. The NC Baptist Men's Owners Manual and the brochure "Organizing Men in Ministry" have good ideas for this. Some of these have been incorporated at Beach Road. (The Beach Road Men's Ministry Leadership Organizational Structure is shown on the next page). The important thing is to get as many men involved in leadership as possible and as needed for the various ministries, mission teams and special projects and events that you have. Also, spreading the leadership responsibility will lighten load on the Director and other key leaders.

**Remember, your Men's Ministry must live on and grow after the initial or current leadership team steps down. Therefore, make sure you identify and train future leaders. Having men head up teams they feel called to lead is the best way to share the load and prepare for the future.**



# Men's Ministry Organization

Beach Road Baptist Church  
Southport, North Carolina



# Men's Ministry Leaders

**Head - Jesus Christ**

**Pastors & Spiritual Advisors – Todd Houston, Daniel Houston**

**Men's Ministry Director – Mel Cornillaud**

## Ministry Leadership Team

Men's Ministry Directors – **Mel Cornillaud**

Personal Evangelism & Local Outreach Coordinator – **Jim Medlin**

Spiritual Development/Discipleship Coordinator – **Monte Bartlett**

Small Groups and Mentoring Coordinator – **Monte Bartlett**

Mission Outreach & Ministry Development Coord. – **Mel Cornillaud**

Hands-On Ministry Coordinators – **Carroll Brown, Gary Lyles, Lee Norris**

Prayer Ministry Coordinator – **Monte Edwards, Jerry Derck**

Treasurer - **Open**

Fellowship/Hospitality Coordinators – **Phil Hemphill, Doug Harrell, Chas. Tomlinson**

## Other Individual Ministry Coordinators

Men's Bible Study Coordinator – **Johnny Faulk (church), Jerry Derck (community)**

Small Group Coordinators – **Monte Bartlett**

Hospitality, Set-up and Food Coordinators – **Doug Harrell, Phil Hemphill,**

Praise and Music Coordinators – **Daniel Justice, Lee Norris, Mike Parsons**

Prison Ministry Coordinators – **Art Pohl, Steve Griles**

Handyman/HFH Coordinators – **Gary Lyles, Randy Moffitt**

Disaster Recovery/Relief Coordinators – **Carroll Brown**

Youth Ministry Leader & Liaison – **Daniel Justice**

Awana Boys Liaison – **John Aldridge**

Young Men's Fellowship Coordinators – **Jim Medlin, Brian Hemphill, Jimmy Best**

Outdoors/Golf/Fishing Coordinators – **Phil Hemphill, Jimmie Perryman, Jim Medlin**

International Mission Trips – **Mel Cornillaud, Jim Walker**

Brunswick Association and Region 3 Liaison –

State/National Convention Liaison Coordinator - **Mel Cornillaud**

Special Events/Conferences Coordinator – **Mel C., Jim Medlin, Phil H.**

Communications – Bulletin Board/Newsletter/Mailings - **Mel Cornillaud**

Calling/E-mail Communication Team Coordinators – **Open**

Transportation Ministry – **Mike Parsons, Lee Norris**

Other Church Men's Group Liaison and Assistance - **Mel Cornillaud**

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*We are a “gifts permissive ministry.” We help and encourage men to discover and use their unique gifts in ministry for God. We encourage men to join one or more of the existing ministry teams or start a new one.*

## **Men's Ministry Teams and Accountability Groups**

**Prayer Team** – Jerry Derck (leader), Pastors, Mel Cornillaud, Monte Edwards, Bob Huey, Jimmie Perryman, Jim Medlin, Bob Noble, Doug Harrell and all men

**Outreach** – Jim Medlin

**Men's Bible Study** – Jerry Derck, Tom Moore, Johnny Faulk,

**Young Men's Fellowship** – Jim Medlin, Brian Hemphill, Jimmy Bestustice

**Handyman Team** – Gary Lyles (HFH), Randy Moffitt (Church Building),  
Mitch Dillahay, Randy Jefferson, Phil Hemphill, Paul Witmer, others

**Prison Ministry Team** – Art Pohl, Steve Griles, Mel Cornillaud

**International Missions** – Sonny Sweatman, Mel Cornillaud, Jim Walker

**US Missions** – Jimmie Perryman, Art Pohl

**Youth/Boys Ministry** – Daniel Justice, John Aldridge

**Teaching Team** - Pastors, Jerry Derck, John Rores, Gary Lyles, Monte Bartlett,  
(Spiritual Development) Mel Cornillaud, Bob Noble, Jim Medlin, Monte Edwards, others

**Music/Praise Team** – Daniel Justice, Mike Parsons, Lee Norris, Jim/Ken Medlin,

**Hospitality/Food Team** – Doug Harrell, Phil Hemphill, Gary Hill,  
Charles, Tomlinson, Charles Ridoutt, Billy Bruce, Donald Hall

**Calling Team** – Jimmie Perryman, Randy Jefferson,  
Mel Cornillaud, others

**Other Church Men's Ministry Assistance** - Mel Cornillaud, Gary Lyles, Jim Medlin,  
Johnny Faulk

**Weekly Small Accountability Group and/or Bible Study Leaders-**  
Mel Cornillaud, Monte Bartlett, Jerry Derck, Tom Moore,  
Johnny Faulk

## Men's Ministry at Beach Road

### Communications



#### **Don't Keep the Men's Ministry a Secret !!**

You do not want to hear "I didn't know the men had a meeting Tuesday night. Sorry I missed it. Let me know when you guys are meeting again." There is no substitute for good, quality communications. It is a Key Success Ingredient for Men's Ministry. Therefore we have formed two separate ministries to handle communications - the Flyers/Newsletter/Bulletin Board Team and the Calling/Membership Team.

There are several ways that you can get the word out. Here is how the Beach Road Men's Ministry is "Advertised."

#### **Event Flyers**

We prepare an attention getting 8 ½ x 11 flyer for each Tuesday Night monthly dinner meeting. These are handed out to men on Sundays and often mailed with the Newsletter. They can also be reduced to 4 ¼ x 5 ½ for inclusion with the Sunday morning church service bulletin. Flyers are also posted prominently on bulletin boards and in the church men's rooms.

#### **Monthly Newsletter**

The Men's Ministry should be publicized in the church newsletter, including news of recent events, teachings especially for men, announcements and dates for future programs and events, and names of new men in the church. The Newsletter or separate mailings can also be sent to prospective men, and men from other churches who have visited us and/or who want to grow their ministry. As a minimum, insert a men's ministry page in your church's monthly newsletter.

Flyers/Newsletter/Bulletin Board Communications is a separate ministry of the Men's Ministry, and both men and women of the church read the distributed and posted items. With Computers and software like Word and Microsoft Publisher, preparing flyers and articles is not as difficult as one might imagine. Still, it requires considerable commitment and effort. Beach Road sees the Men's Ministry as reaching out and ministering to **all** men of the church and the community, not just those who regularly attend the men's meetings. Therefore, a **primary** communication targets are men who are not active in church and/or the men's ministry.

## **Monthly or Quarterly Mailing**

The men receive a men's ministry information once a month or quarterly, including important future events and dates. Periodically, we also send a cover letter and other men's ministry material, address lists, ministry opportunities, etc. Our men look forward to receiving this informative mailing, and generally share it with their wives and other family members.

## **Church Bulletin Notices/Inserts**

Announcements are included in the Sunday church bulletin. Have someone responsible to get these notices in the bulletin on a timely manner. As previously noted, reduced versions of the event flyers are also inserted in the bulletins. Flyers can be handed directly to men on Sundays.

## **Bulletin Board, Literature Rack and Website**

The Men's Ministry has a large, prominently placed bulletin board in the classroom/fellowship area. The bulletin board is kept up-to-date and well organized. It contains the current Newsletter, event notices, ministry purpose, pictures of recent men's ministry activities, Association and State-wide Baptist Men's information and events, etc.

Also, we have a large brochure rack adjacent to the bulletin board, for copies of the newsletters, flyers, ministry information, etc. for people to take with them.

A Men's Ministry section in the church's website can be a great source of information, particularly for younger men and men outside the church.

## **Calling Ministry**

We have formed a wonderful ministry of about 4-5 men, who **call every man** in the church once or twice a month to remind them of the next men's meeting, and to just talk about anything from men's ministry, church, fishing, golf, etc. The calling team is made up of some of our best "talkers" (and listeners), who truly enjoy reaching out to the other men in this way.

Seldom, if ever, have we had a man tell us to stop calling. More often than not, men look forward to the calls. This is true for active men who attend our meeting regularly, as well as men who we seldom see around the church, even on Sunday. There is no way to determine how many men are at a particular meeting because they received the reminder/encouragement call from this team. It is probably more than we would guess. Many men have joined our ministry because of a "call," so this is really also a new members committee.

There are men in your church whom God will provide for this type of outreach. Just start the ministry and men will step forward without arm-twisting. Others will join them and spread the growing calling load. This is also a great ministry for men who are unable to do physical work.

## **Ministry Brochure and Manual**

We have sent out considerable information to men regarding our Men's Ministry. We have a one-page summary of our ministry and a 40 page in depth description of all aspects of our ministry, and several versions in between. You can produce a formal compact Men's Ministry brochure/flyers. They are great for newcomers and welcome packets.

## **Verbal Messages during Sunday Services**

Our Pastor routinely refers to our Men's Ministry either in an announcement and occasionally weaves it into his sermon or comments. Pastor Webb often challenges our men to "put on our spiritual britches" as godly, biblical men called by God to spiritual headship in our homes. What a blessing to have your Pastor frequently encourage all men present on Sunday morning to get involved in ministry.

Also, during the announcements time before or after Sunday services, the Worship leader, a deacon, Men's Ministry Director or a Team Leader makes a brief verbal announcement to the entire congregation concerning one of our men's meetings or special event.

## **Testimonies**

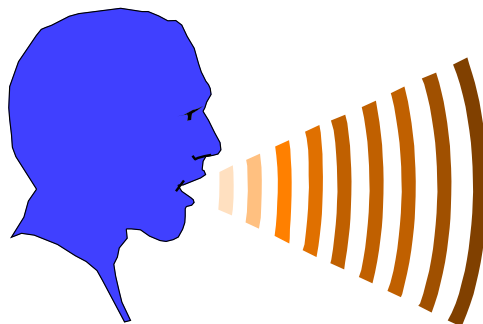
Men have given testimonies as to how our ministry or a Promise Keeper event, etc. has impacted their life. This can have a major impact on other men. Another good opportunity to witness is when the men conduct all aspects of the services in celebration of Baptist Men's Day.

## **Surveys and Input Sheets**

Having the men of the church, especially those active in the men's ministry, fill out periodic interest survey forms is very useful. From these survey input sheets you can find out what men would like to do and how God is calling them to serve in the ministry. See sample included.

## **Word of Mouth**

This is the best possible way to "advertise" the Men's Ministry! As men (and their families) are positively impacted and see their lives changing, they will talk up the ministry and encourage others to participate.



**Talk Up the Men's Ministry**



## Survey Your Men – “Get Them Plugged In”

Where is God Calling You to Serve in “His” Ministry?



I would like to help the men's ministry by participating in one or more of the following ministries: **Please circle areas of interest:** (*Prayer Team, Discippler, Handymen, HFH, Brunswick Jail, In state mission project, Foreign mission trip, Visitation/outreach, Calling Team, Men's Newsletter, Bulletin Board, Sports Outreach Leader, Men's Meeting Teacher, Wednesday Night Class Teacher, Men's Ministry Speaker at other churches, Men's Bible Study, Worship Rally Music/Praise, Food & Hospitality, Meeting Set up/Clean up, Youth Support Leader, AWANA Support Leader, PK/Special Events Coordinator, Small Groups, Other \_\_\_\_\_*)

My suggestions/comments for the men's ministry:

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# Importance of a Balanced Men's Ministry

Ministry to Men

Ministry by Men



This **Ministry to Men** and **Ministry by Men** balance is one of the essential ingredients of success in a men's group. The Men at Beach Road Baptist Church in Southport have adopted the **Four Cornerstones** of a balanced men's ministry. At the center is its commitment to be **Christ-centered** and **Prayer-driven**.

Evangelize Men to Salvation  
and into the Church

Equip Men  
for Ministry

**Four Cornerstones of a  
Christ-centered, Prayer-driven,  
and Balanced Men's Ministry**

Establish Men to  
Spiritual Maturity

Extend Men  
on Missions

## Men's Ministry at Beach Road

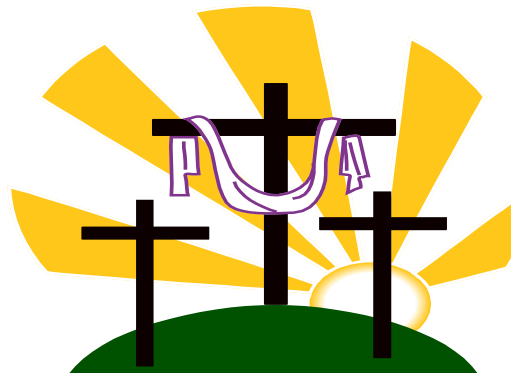
### **Personal Evangelism – G.R.O.W. & Sharing Jesus Without Fear**

One of the major cornerstones of men's ministry is *evangelizing men to salvation and into the church*. As godly men, we are called by our Lord to "go into all the world and preach the good news to all creation" (*Mark 16:15*). The Great Commission (*Matthew 28:19-20*) is a clear command, not a suggestion or optional assignment, to share Jesus with those around us. This is God's plan to "bring in the harvest." Therefore, all saved Christians are to share the message of salvation in our ungodly world, leading the lost to the saving grace of Christ.

Accordingly, a major element of our men's ministry is to encourage and equip each man to actively and boldly **evangelize the lost**. We should all be actively sharing our faith with others, particularly other men. It has been determined that when men accept Christ and grow spiritually, over 90% of the families will follow. It is the greatest gift we could ever give a friend, neighbor, co-worker or loved one.

Our former Pastor challenged the men of Beach Road to lead a church-wide commitment to personal evangelism and our church wide G.R.O.W. local outreach program. The Beach Road Baptist Men accepted this call by Pastor Webb to lead this new initiative. Several of our men attend our annual personal witness training program series, **G.R.O.W.**, and **Sharing Jesus Without Fear**. This 5-week program is taught every year at Beach Road Baptist Church. In addition, many of our men participate in the periodic door-to-door Jesus film distribution in neighborhoods near our church, during which we invite people to visit our church and answer any question they have regarding Christianity. We were a major part of a county-wide thrust (Tidal Wave 2003) to place a Jesus Video in every home in Brunswick County.

Many of our men serve as Sunday Greeters and participate regularly on the church Outreach Visitation Teams. They contact and visit the homes of new and prospective members as well as people who sign a visitor's card. As men of God, growing in Christ, we should all prepare ourselves to win others to Jesus and disciple them in their walk (*1 Peter 3:15*). Each man should be able to give his personal testimony and to present the salvation story with appropriate supporting scriptures. This is simply a matter of obedience to God's Word and personal commitment, prayer and practice. Are you uncomfortable sharing the salvation story with a family member, friend or others? There are several good programs and booklets that help with this process. Each of us should be able to "Share Jesus Without Fear."



## Men's Ministry at Beach Road

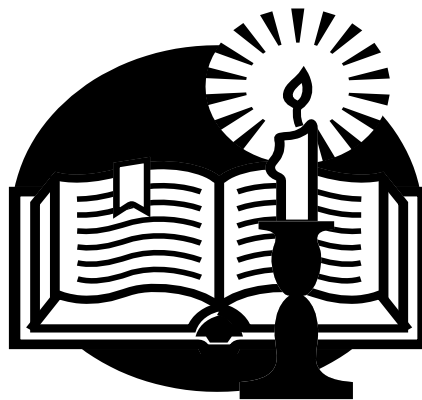
### **Spiritual Growth/Discipleship - Ministry to Men**

Our Men's Ministry has used various approaches (all biblical) to help our men grow in Christ. We believe that men cannot "truly be on their feet for God unless they first get on their knees before His throne." This being a major priority, we have incorporated several methods for discipling men to spiritual maturity. Our current and primary effort is leading small groups (6-7) through a comprehensive men's discipleship and leadership development series, plus small accountability groups, weekly men's Bible studies, one-on-one discipleship, etc. As the men grow spiritually, they are more willing to share their testimony, discover and use their spiritual gifts, and lead their families in daily devotions.

Each and every men's ministry meeting starts with praise, prayer, testimonies, biblical teaching and personal sharing before we focus on our mission and outside ministries. Our emphasis is on Ministry To Men as well as Ministry By Men. There are many great resources for discipling men. See Resources on page 38. One of the most successful resources is the Men's Fraternity Manhood Series. Take advantage of the material that is available to grow you men in Christ.

Many of our men have attended Promise Keeper events and other regional men's discipleship conferences. Specifically, for several years, many of our men attend the large two-day East Coast Men's Bible Conference in Rocky Mount, NC. (40 of our men attended in 2015).

We are pleased that the Promise Keepers ministry in North Carolina agreed to partner with Baptist Men. We believe this is a winning combination in the local churches as men of all ages come together to grow in Christ as the spiritual heads of their household. They will then be better equipped and motivated to do the mission work God has called them to do, and for which the Baptist Men's ministry has so ably provided the needs, materials and training. At Beach Road, we have incorporated Promise Keeper commitments into this Men's Ministry manual.



Thank you, Jesus, for all you have done for me.  
Thank you for your Word and Holy Spirit.  
I pray that I can grow to be more like You everyday.  
Thank you for my Brothers who help and encourage me.  
Through and for You, I will use the gifts you have given me  
To serve those in need and to bring others to know You.

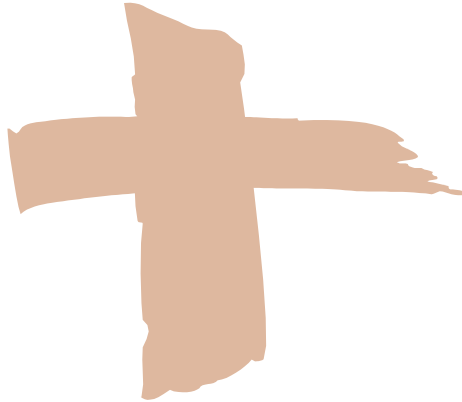
## Men's Ministry at Beach Road

### **Small Groups – Mentoring, Accountability, Prayer & Study**

During our regular monthly meetings, after the personal testimony and Bible teaching, we always break into small groups of 4 to 8 men for approximately 15 minutes for prayer and sharing. This gives men the opportunity to share prayer requests and concerns or burdens that they may not be comfortable sharing in a large assembled group. Men have said that this “small group” time is often the highlight of our monthly men's gathering.

From this positive experience with small groups in our monthly meetings, men have seen the value in having a regular group of compatible brothers with whom they meet weekly as a confidential Accountability Group. As a result, we now have several men who are meeting together in groups of 2 to 5 for about 90 minutes every week, separate from our regular gatherings. These men meet to pray, study and hold each other accountable for their spiritual growth commitments. Accordingly, we encourage all our men to join or form a small group.

We can send you more information on accountability groups. We also have a sample list of accountability questions that men can ask each other in their weekly prayer and share times.



Accountable men helping each other grow in the likeness of Christ.

## Men's Ministry at Beach Road

### **Local Mission Work - Ministry by Men**

The Beach Road men are not only “mission minded,” but are also very “mission active.” Men are devoting much of their otherwise free, leisure time to working for the Lord. As men grow in their walk with Christ, they are convicted by His calling on their life. These spiritually maturing men activate their spiritual gifts in ministry and service to others. We have Missions Coordinators who help men discover their gifts and plug them into local and international mission work. Our men's ministries and mission opportunities are listed in the next section.

Our men are actively working in conjunction with our local Baptist Association and State Convention, particularly in the areas of Disaster Relief/Recovery and Handyman work. These are not just the occasional projects, but represent weekly involvement by some men, especially those who are retired or semi-retired. Several men have been on Katrina hurricane disaster relief teams, and we helped build a small local church - New Ebenezer Baptist. Another example is our ongoing construction leadership in the local Habitat for Humanity affiliate. We also have active Kairos prison ministries, and men are serving as chaplains, teachers and preachers in local prisons/jails on a weekly basis.



Our recommendation is that the Handyman Team members stay active and involved in small (and large) projects on a continuing basis. There are several projects around the church and on homes in the area to keep men busy. Also, these men should get good general training and learn disaster recovery techniques and associated safety measures. In this way, men will be thoroughly organized, trained, and prepared when a major disaster strikes (hurricane, etc.)

The NC Baptist Men's mission information and training programs are excellent, and should be used by men regardless of whether you have a large, functioning men's group or are just beginning. Getting started in some of these disaster relief or mission projects, especially those around the community, can be fantastic experiences and blessings for the men. Once men get involved, and help people less fortunate, their hearts are never the same. As men get a taste of mission work and continue to grow spiritually, they will generally stay involved in outside missions. As our Lord promised, “He will finish the good work started in us.” These projects allow men to show Christ's love and share Him with those they are helping.

Our Lord left no Christian man out in His distribution of gifts and talents to do His work. None are more important than any other - the man that cleans the kitchen is as special to our Lord as the man who does the teaching or rebuilds the roof. All men are uniquely gifted and the leaders should help each man discover his giftedness and use it in service for our Lord.

## **International Missions – Acts 1:8**



Churches that have some of their men participating in international mission trips have experienced an added dimension of God's work. Men, who have gone on a mission trip, particularly to an impoverished region of the world, return home "significantly changed." Men from Beach Road have been to Honduras, Sri Lanka, Malaysia, Armenia, and Kenya.

The North Carolina Baptist Men's staff in Cary has developed mission partnerships in various countries, and coordination capabilities to allow church groups to easily tap into international mission projects around the world. Simply call 800-395-5102 ext 5607 and speak to Mark Abernathy about projects in places like Honduras, Malaysia, etc. You can explore these mission opportunities by computer on their website - [www.ncmissions.org](http://www.ncmissions.org).

It is recommended that your men's ministry identify one or more point men, who have experience or interest in foreign missions, to head up this area. Beach Road's men's ministry has a Missions Development Coordinator, who has a calling to the mission field and experience in planning and participating in group trips. Another added benefit would be if your pastor had a strong interest and actual experience in international missions. Our pastor has made two trips to Honduras and has shared his enthusiasm for this type of outreach with our entire church.

### ***Beach Road's Outreach to Honduras***

One of our men leads an annual weeklong medical/dental and evangelism team to a remote Honduran village. Several have participated. Separately, NC Baptist Men formed a Missions Partnership with Honduras as a result of the devastating Hurricane Mitch in 1998. In April 2002, a team from Beach Road Baptist Church spent 10 days in southern Honduras, building house in Choluteca for a woman and her children.





The Beach Road team also witnessed in the community and participated in local church services. Pastor Webb preached there with a translator and 8 Hondurans accepted Christ. Beach Road has “adopted” and continues to financially support this church.

Upon return from their April 2002 mission trip, members of the team expressed their concern for the men of Honduras, most of whom do not attend church, and many of whom have abandoned their families. Through the Partnership, a request was secured from the Honduran convention for a team to come and lead in a series of Men’s Ministry conferences. The pastors and leaders of Honduras enthusiastically responded, recognizing the critical need in this area.

In June 2003, Mel Cornillaud and pastor Ray Webb returned to Honduras to lead a series of two-day conferences in the Tegucigalpa, Olancho, and Choluteca areas. The team presented a series of challenges and training to enthusiastic gatherings of 100 or more men and pastors at each place; 334 men in total, including over 70 pastors. Teaching sessions included:

- 1) Establishing men as leaders in the church;
- 2) Organizing active men’s ministries that attracts and involves men;
- 3) Developing an outreach plan for men;
- 4) Preparing men to share their faith with men who are without Christ;
- 5) Teaching men to be Godly husbands and fathers.

During the three conferences, Honduran pastors came forward and prayerfully committed to begin men’s ministries and outreach in their churches. Small group discussion and planning sessions, impassioned testimonies and intensive prayer time were highlights of each meeting.

Key to the experience was the fact that a strong and dedicated Honduran leadership team traveled with the NC team to each conference site. As a result, the Honduran pastors formed a men’s ministry support organization within the Baptist associations that participated. They also have initiated a national outreach initiative and local church men’s ministry action plans for the convention. We have also helped launch similar men’s ministry and outreach initiatives in Sri Lanka and Malaysia (2005), Armenia (2006), Kenya (2007), Uganda (2009).



Honduran pastors and men gather in small groups to discuss and begin plans to create men’s ministries and outreach efforts in their respective churches.



## Men's Ministry at Beach Road

### Other Ministry Opportunities

#### Corporate, Team, Individual

There are many opportunities to do the Lord's work, within or outside of Men's Ministry. Each Christian man should see his life as **a ministry for Christ**, because Christ lives in us and goes where we go and does what we do. Yes, it is the "Christ in us" that does the ministry.

So, in all that you do, think, decide, desire, contemplate - ask yourself the now popular question "What would Jesus do?" If you will do this, your total life will be a ministry for Christ.

Accordingly, each man should have his own individual ministry(s), separate from other men.

With respect to ministry opportunities within Men's Ministry, they are too numerous to list them all here (see below). Some ministries are short-term projects that can be done by the entire men's group **corporately**. While these projects may not be in every man's "gift set," it is good to occasionally have all the men work together on a project or two. It builds a strong bond of Brotherhood among the men while doing important work for the Lord. A good example would be painting the church fellowship hall, preparing and serving dinner for a special church event, or conducting all aspects of the services, Sunday School, etc. on Baptist Men's Day. **Every man should participate** in these infrequent short-term "corporate" ministries. However, if the overall men's group mission work is one dimensional, it will not grow.

**Most men's ministries are done in teams** and are organized with team leaders within the men's organizational structure. A man's involvement in these ministries is generally determined by his spiritual gifts, talents and desires to serve. Every man in the Men's Ministry should participate in one or more of these team missions/ministries. NC Baptist Men have established more than a dozen major mission areas for which materials, training, videos, needs, and coordination are provided by the Baptist Men's staff at Convention Offices in Cary, NC (800-395-5102). Some of these ministries and projects are coordinated by the local Associations.

Here is a partial list of Beach Road's team or individual mission projects or ministries:

Prayer Ministry	Sports/Leisure Ministry
Prison Ministries	Jr./Sr. High Youth Ministry
Handyman Ministry	AWANA'a
Disaster Relief/Recovery	Children's Church (Real little ones)
Habitat for Humanity	Youth "Deep Impact" Support
International Mission Trips	Visitation/Sharing Your Faith
Church Construction/Maintenance	Hospitality Team
Local Mission Projects	Men's Calling Team
Mission Trips to Other States	Dental Bus Coordination
Help Start/Grow Other Men's Groups	Small Accountability Group Ministry
Weekly Men's Bible Study/Discipling	One-on-One Discipling/Mentoring
Technical/AV Ministry	Music and Praise Band

Men's Ministry at Beach Road

## Youth Ministry Support



**“...your Father in heaven is not willing that any of these little ones should be lost.”**

*Matthew 18:14*

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The Mission Statement for Baptist Men includes **an important goal: Support the Youth.**

*“Lead boys (and girls) in developing in all areas and aspects of their lives to become mature, active and involved Christians”.*

The men of Beach Road take this goal very seriously and are actively involved in the Youth Ministry of the Church. Several of our men are the Youth Leaders:

Youth/Children's Minister - Daniel Justice  
Children's Leader - John Aldrige  
AWANA Leaders - John Aldrige, Randy Jefferson, Jim Medlin,

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Our Men's Ministry has supported the youth in many ways:

Help with Caswell Youth Deep Impact	Support Fall Festival
Boys Invited to Attend Men's Meetings	(Halloween Alternative)
Men and Boys Fishing Tournament	Awana Support
Provide Materials/Videos - Children's Church	Youth Sunday School Teachers
Financial Support – Youth & Children's Ministries	Sports with Youth
Boys Help with Baptist Men's Day	Boys on Handyman/Mission Teams
Support “True Love Waits” Program	Prayer and Encouragement

# Starting and/or Growing a Vibrant, Christ-Centered, Life-Changing Men's Ministry in Your Church



## *What Should You Do?*

### **Start with Prayer**

Get a group of interested men together with your pastor and begin to pray regularly that the Lord will guide you in this important endeavor.

### **Form a Team of Leaders and Develop a Plan**

Obtain and Read Several Resources  
Get Every Man's Input - Brainstorm  
Survey the Men of the Church  
Establish a Purpose for Your Ministry  
Structure and Timeline Your Ministry  
Assign Responsibilities  
Plan the Kickoff

### **Remember These Essentials**

Christ-Centered  
Prayer and Purpose Driven  
Called, Motivated and Trained Leader(s)  
Open to and Relevant to All Men  
Sustained by Trusting, Christ-Centered Relationships  
Balanced – Outreach, Spiritual Growth and Missions  
Active, Supportive Pastor  
Well Planned Gatherings  
Good Communications

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**Key Point:** “Ministry to Men” as well as “Ministry by Men”  
*(Heart then Hands)*

# Men's Ministry Action Game Plan for Your Church

## Creating a 'Male-Friendly' Men's Ministry that will Meet Men's Needs.

Several churches have prayerfully and intentionally revitalized their men's ministry to include "ministry to men" as well as "ministry by men." By following these ten steps, they have created a male-friendly and balanced men's ministry:

- Step 1: Form a weekly **prayer group**, comprising the pastor and a few men, to seek God's direction for uniting men in ministry and for the men who are to be the leaders.
- Step 2: Encourage your pastor to send a **letter** to all men in the church, calling them to join together in ministry with the primary mission of helping each other grow in Christ (Prov. 27:17). A sample letter is enclosed in this manual.
- Step 3: Conduct a **needs survey** of the men in the church. Find out what men want and need. Make certain that your ministry is relevant to their specific needs.
- Step 4: Follow Jesus' example in the calling of leaders – **pray them out**. (Luke 6:12-16) Start **small**, go **slow**, and think **long term**.
- Step 5: Write a biblically-based **purpose statement**, organizing the ministry around God's purposes for disciples (Matt. 28:19-20) (*Make, mature, multiply disciples; evangelize, establish, equip and extend; outreach, discipleship, ministry and missions*). Incorporate **balance** in the ministry by writing it into your purpose.
- Step 6: Establish **small groups** and **regular gathering times**. Work through existing groups, such as men's Sunday School classes, handyman group and the deacon body, filling in the gaps with other aspects of a complete and balanced ministry.
- Step 7: Provide "comfortable" **multiple entry points**. No two men are at the exact same point spiritually or culturally. Use many "baited hooks" to reach men where they are. (Further description and examples of Entry Points are in available manuals.)
- Step 8: Create and capture momentum, **building around one kickoff or annual event** that has the proven reputation as a winner. Sustain momentum with well **planned monthly meetings or quarterly events**.
- Step 9: Identify and **match resources to meet needs**. Ask "what do men want/need and what does God want men to be?" Use available resources as tools to teach, disciple and grow men for ministry. One-on-one, small groups, large gatherings.
- Step 10: Decide on a **primary theme** each year and quarter. Creatively promote and regularly evaluate. **Celebrate victories!**

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**Men's Ministry - getting men from where we are, to where God wants us to be.**

## What to Avoid

The following are common pitfalls in Men's Ministries. Experience has shown that they will result in setbacks.



**Avoid the following:**

- 1. A ministry that does not seek God's direction through prayer.**
- 2. A ministry without clear goals and purpose.**
- 3. A ministry focused only on programs and activities, and not on relationships.**
- 4. A ministry to men in groups that are not men-only, intentional and strategic.**
- 5. A ministry that is not supported by the pastor.**
- 6. A ministry that does not have called, motivated and passionate leadership.**
- 7. A ministry that is not seen as open to all men in the church and community.**
- 8. A ministry that does not strategically identify and reach out to lost men.**
- 9. A ministry that does not determine and address the specific needs of men.**
- 10. A ministry that does not offer a variety of "comfortable" entry points.**
- 11. A ministry that tries to implement too much, too fast.**
- 12. A ministry that is not balanced in outreach, discipleship, ministry & missions.**
- 13. A ministry that does not address the biblical manhood issues of worldly men.**
- 14. A ministry that avoids proven discipling tools to grow men in Christ-likeness.**
- 15. A ministry that is not flexible and open to the leading of the Holy Spirit.**

## Resources

Many resources are available to help your church start or revitalize your men's ministry as outlined above. Contact Mel (see below) or Mark Abernathy, NC Baptist Men's Staff at 800-395-5102 ext. 5607 for resources and/or assistance. We have developed several PowerPoint presentations, which can be made available to you. For other resources, go to the Men's Ministry and Resources sections of the NC Baptist Men's website [www.ncmissions.org](http://www.ncmissions.org).

### A Few Good Resources

Baptist on Mission Magazine/Fall Men's Rallies.....	<a href="http://www.ncmissions.org">www.ncmissions.org</a>
Annual NC Men's Ministry Leadership Training.....	Caraway and Caswell
"Drawing Men to God" - Sid Woodruff.....	<a href="http://www.lifeway.com">www.lifeway.com</a>
"Men's Fraternity".....	<a href="http://www.mensfraternity.com">www.mensfraternity.com</a>
"Man in the Mirror" Ministry - Patrick Morley.....	<a href="http://www.maninthemirror.org">www.maninthemirror.org</a>
"How to Build a Life-Changing Men's Ministry".....	<a href="http://www.topgunministries.org">www.topgunministries.org</a>
Promise Keepers.....	<a href="http://www.promisekeepers.org">www.promisekeepers.org</a>
National Coalition of Men's Ministries.....	<a href="http://www.NCMM.org">www.NCMM.org</a>
The Life of Jesus - Model for a godly man.....	Holy Bible

These and others can also be obtained through the **LifeWay** website. I also recommend "**Drawing Men to God**," an excellent detailed men's ministry manual by Sid Woodruff (LifeWay), the **NC Baptist Men's Ministries Resource Catalog**, by Mark Abernathy (NCBM), and "**Building Men for Christ**" – this men's ministry manual for Beach Road Baptist Church in Southport. Beach Road's manual is updated periodically and is available directly from Mel Cornillaud or through the NC Baptist Men's website ([www.ncmissions.org](http://www.ncmissions.org) - then click on Men's Ministry, then Resources). We also have several PowerPoint presentations used in men's ministry training sessions. There can be emailed to you at no charge.

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### Men's Fraternity

Among the many available resources, the **Men's Fraternity** Manhood Series are very popular. Beach Road has used segments of this excellent training and will expand it to all men in 2013. More than just a rally or a Bible study, "Men's Fraternity" provides men with an encouraging process that teaches them how to live lives of authentic manhood as modeled by Jesus Christ and directed by the Word of God.

Men's Fraternity was developed by Pastor Robert Lewis over a number of years as he strived to connect with and challenge the men of his church. Now, thousands of men attend his weekly Men's Fraternity meetings at 6:00 in the morning.

These proven Men's Fraternity series are also being used by pastors and church leaders all over the world to energize the men of their church and to connect with men in the community. Many individual men also use any number of the series in their own personal pursuit of authentic manhood.

Offering yearlong curriculum, workbooks, two and three day video retreat packages, books and messages on cassette or CD, these time-tested resources have been used again and again to equip men to make the pursuit of noble manhood a lifelong priority.

For more information, go to [www.mensfraternity.com](http://www.mensfraternity.com) or [www.lifeway.com/mensfraternity](http://www.lifeway.com/mensfraternity).

## **Reaching out to help other churches - Mel Cornillaud**

This men's ministry manual has been compiled by Mel Cornillaud, on behalf of the men of Beach Road Baptist Church, in Southport, NC. Mel has served as Director of Men's Ministry for 15 years at Beach Road, where he also served as Director of all Adult Ministries and Missions. He is a prison ministry chaplain at the local jail, and has served on the local Habitat for Humanity Board. Mel enjoys golf, travel, scuba diving and bicycling. Mel and his wife, Jo, moved to North Carolina and the coastal Southport area in 1996. Jo is very active in Bible study leadership in the church and the community. Mel and Jo have two sons and four grandchildren.

Mel retired from over 30 years in the air conditioning and heating industry in which he was a national and international sales/marketing executive for major product manufacturers. He is originally from Kentucky, but through his college, military and business career he has lived in Boston, Chicago, Dallas, Atlanta, Minneapolis, England and smaller towns in Maryland, Wisconsin, Iowa and North Carolina.

Mel is a born again child of God, a dynamic speaker, and is spiritually gifted in leadership, administration and evangelism. He has been active in men's ministry for many years. Mel felt God's call to men's ministry in the 70's, when he became active in and director of his church's men's group in Chicago. In his travels, he started men's ministries in his new churches, served as area director in Georgia, and has attended many regional and national men's ministry conferences and retreats. He has participated in many Promise Keeper Conferences, and has successfully incorporated the PK spiritual growth components into church men's ministries.

During Mel's leadership, with the active support of Pastors Ray Webb, Todd Houston, Daniel Justice and the men of the church, God has greatly blessed and grown the men's ministry at Beach Road Baptist Church. We have been used as a model church in North Carolina and nationally for having a large, vibrant and balanced men's ministry, actively involved in men's spiritual development, personal evangelism, hands-on mission work and outreach ministries.

Mel has served in many men's ministry leadership positions in North Carolina. He has been a Regional Director, a frequent speaker at men's ministry conferences, and has personally helped many individual churches of various denominations with their men's ministry. He was the leader statewide helping the 4000+ Baptist churches in North Carolina start or revitalize their men's ministry. On a national level, Mel has served as a LifeWay Men's Ministry Multiplier, and as a speaker/teacher for LifeWay at Ridgecrest, Glorieta, Stand Firm Men's Conferences, and other men's training seminars held around the country. In 2003 & 2010, Mel led teams in Honduras, and spoke to 500+ men/pastors about developing effective outreach ministries to men. He has led similar mission teams to Sri Lanka, Malaysia, Armenia, Kenya, and Nicaragua.

Mel's heart's desire is to see lost men come to Christ, grow in spiritual maturity, discover and apply their giftedness. These men will, in turn, reach out to and disciple other men. Mel believes that this can happen in your church with a Christ-centered men's ministry herein described. Accordingly, Mel is willing and available to serve God by helping individual churches start or revitalize their men's ministry. He would be honored to speak to your men or participate in men's conferences in your area. In addition, he will be happy to suggest ministry resources, send you additional information, PowerPoint presentations, and a summary video or answer any questions you may have.

## **Men's Ministry at Beach Road – Building Men for Christ**

The Men's Ministry at Beach Road Baptist Church in Southport, NC is a very active and well-attended Christ-centered fellowship, ministry and mission outreach, due in large measure to a solid balance of spiritual development and mission work. The Beach Road men's ministry has effectively incorporated the “**ministry to men**” ingredients of Promise Keepers with the various “**ministry by men**” ministries and missions of Baptist Men. This men's fellowship and ministry is open to **all** men, has multiple “**entry points,**” and has established the following **objectives:**

- **Create opportunities for men to build genuine Christ-centered, trusting relationships in which they help, encourage and equip each other to:**
  1. **Grow in Christ-likeness**
  2. **Serve others in need**
  3. **Evangelize the lost**
- **Help other churches start, grow and /or revitalize Christ-centered, disciple-making, life-changing men's ministries.**

Men of all ages, backgrounds and giftedness have joined together in Christ to simply help each other grow in spiritual maturity (Proverbs 27:17). As the men grow in Christ, they are motivated by the Holy Spirit to put their unique gifts to work for Him in the mission field. This ministry has grown to approximately 50 men of all ages, over 40 of whom actively participate in mission/ministry work, and who regularly attend our monthly gatherings. The men meet twice monthly - a Tuesday night dinner and worship rally, and a Saturday morning prayer breakfast. The Tuesday meeting includes fellowship and dinner, praise singing and prayer, a personal testimony, a teaching from God's Word, small group prayer and sharing, plus reports regarding various mission work and ministries.

Several of our men have attended various outside discipleship events, and more men are now involved in our various outreach efforts including handymen, disaster relief and recovery, international missions, prison ministry, outreach visitation, AWANA leadership, youth ministry, etc. Major projects include disaster relief and construction work, several Habitat for Humanity houses, and mission trips to Honduras, Malaysia, Sri Lanka, Armenia, Gulfport, and Kenya.

We were selected by the State Convention Baptist Men's Staff to serve as a model for other churches that want to start or revitalize their men's ministry. Our ministry is described in a Mandate video distributed by the State Convention to NC churches. We lead men's ministry rallies and statewide training conferences. Our written material has been broadly distributed, and we are currently working with area churches, many of who regularly attend our meetings.

More information is available by contacting **Mel Cornillaud**, Men's Ministries Director (910-253-9379), or by e-mail at: [cornillaud@aol.com](mailto:cornillaud@aol.com). Or **Pastor Todd Houston** 910-457-0300

**Beach Road Baptist Church**  
4457 Flagship Avenue  
P. O. Box 11457  
Southport, NC 28461  
910-457-0300

**Mel Cornillaud**  
2821 Irwin Drive SE  
Southport, NC 28461  
[cornillaud@aol.com](mailto:cornillaud@aol.com)  
910-253-9379