

To: Pastors and Men's Leaders
From: Jim Henkel, Scott Haima
Re: **Iron Sharpens Iron Church Promotion Packet**



We are pleased to send you this Promotion Packet for our Detroit, MI Iron Sharpens Iron Men's Conference on Saturday, March 1st! We pray that the conference will be a tool that will help to sharpen and equip your men to serve our Lord better in all areas of their lives.

As you likely know, mobilizing men to an off-site conference is not easy! We will be with you each step of the way, to encourage and guide you with the process.

Included in this promotional packet are:

- Conference Posters
- Conference Brochures (includes the conference schedule and speaker lineup)
- Two-Sided Bulletin Insert Masters
- Sample Text for Bulletins or Email Alerts
- Sign Up / Registration Sheet
- The 2025 Gameplan

Visit DetroitISI.com to see helpful information, including:

- Seminar Descriptions & Speaker Information
- Tips to Mobilize Your Men
- Power Point Slides
- Promo and Informational Videos

Each enclosure is important – but we want to draw special attention to the “Gameplan”. This tool comes from lessons learned in mobilizing men to a number of events. It should be a big help to you! The Gameplan has guidance to follow each week starting eight weeks before the event. Eight weeks out for this conference is January 5th. Write the appropriate dates on the printout and begin using this as a guide.

We are here to serve you. Contact us if you have any questions. We believe that God will use this conference to sharpen mighty men of God who will stand strong for Him.

Serving Christ with you,

isidetroit@gmail.com · 586-764-6230



Cost Structure for Iron Sharpens Iron

Start with the men of your church!

Early registration is a great way for you and the men of your church to save money on registration. By registering 10 days early, you can save nearly 25% on all of your registrations.

You can register online, over the phone or by mailing in your registration form. A registration form for this conference is available at DetroitISI.com

*Early Registration Group (10 or more men registering together)	\$47 per man
*Early Registration	\$55 per man
Student, Pastor, Military Registration (age 13-22 and FT student)	\$30 per man
Standard Registration	\$61 per man
Optional Lunch – Includes Coffee & Refreshments	\$10 per man

*Lunch is only Available with Early Registration

***Early Registration means that the registration is received ten or more days prior to the conference. (Wednesday, February 19th)**