



ISI Men's Ministry Handbook

Why ISI?

About the Ministry

Formula for Success

Brand Trademark and Merchandising

Important Links

Addendum: Brand and Style Guidelines

Why ISI (Iron Sharpens Iron)?

This handbook will provide guidance on starting and running a men's ministry.

What follows is a step by step outline of how our ministry started and has progressed until today with great success. All results are totally by the grace and provision of God. We do our best and leave the rest up to Him!

ISI is short for Iron Sharpens Iron, which is found in Proverbs 27:17, "As iron sharpens iron, so one man sharpens another". We have added, so that no man walks alone! We actively and intentionally meet new men in our everyday walk, learning each other's story and developing true and honest friendships.

The ISI term is meant to be bold and provocative. The main purpose is to be an avenue or vehicle to point people to Jesus Christ. When someone asks you what ISI means, that is the perfect opportunity to share that God did not intend for a person to walk alone in life. That is why he created a community. The Scripture says we should sharpen each other. From there, you have the opportunity to engage and hear the story of someone's life and then when a relationship has formed share what Jesus Christ has done for you.

There are many ministries called Iron Sharpens Iron. There is only one trademarked ISI Men's Ministry.

We offer a top-notch website, apparel line, and video channel all dedicated to our mission statement which you will find on the next page.

If you don't wish to recreate the wheel, we encourage you to join a successful well-established ministry, ISI Men's Ministry.

ABOUT ISI MEN'S MINISTRY

Mission Statement

ISI Men's Ministry encourages and empowers men to be excellent for Christ at home, work, and in the community...so no man walks alone! Our guiding principle is based on Proverbs 27:17 which states, "As Iron Sharpens Iron, so One Man Sharpens Another."

We follow the Biblical example of loving God and others. We are open to all men regardless of religious beliefs or lack thereof and do not engage in overtly divisive topics or politics. We are Bible-based and are not affiliated with any church but are independent and governed by a Servant's Council of Christian Men.

OUR HISTORY

About Our Founder

Iron Sharpens Iron officially began in October of 2018. The group was spearheaded by Durango Colorado transplant Ted J. Rifkin Sr who relocated to the Phoenix area with a holy-spirit led desire to reach lost men, help them receive Christ, and provide them with tools and support to become excellent for Christ at home, work, and in the community.

Ted and a partner had previously started Master's Men Durango which is part of a world-wide organization that seeks to inspire men to be real men as they follow the greatest man, Jesus Christ. That ministry is still running strong in Colorado and allowed Ted to move to Arizona to follow the Lord's plan to reach a larger area of men for Christ.

GROWING OUR FAITH

Progress & Impact

ISI Men's Ministry main meeting is every Saturday morning and all ages are welcome. The meetings are varied yet structured. Some have a featured interactive speaker followed by small group tables. While other meetings are discussions regarding the group as a whole or high-quality videos. ISI is open to any man regardless of their level of faith and belief and no one is excluded. We are a diverse group that spans generations, religions, race, creed, and color. We have had the privilege of seeing men come to know Jesus for the first time or reaffirm their faith.

We have had the honor of baptizing men at their house of worship. At ISI, men are no longer alone to walk through many types of crisis including health, financial, family, addictions, and loneliness. We have witnessed family reconciliations, release from addictions, emotional and physical healing and countless other impacts. These results reflect the men's growing faith in Jesus and in each other as Brothers in Christ as we reach out to men in our community with the love and truth of Jesus Christ.

The bond is further established by multiple small gatherings weekly whereby the men gather together for such activities as five identical morning and evening Bible study throughout the week in various locations, Saturday Breakfast club, First Friday Coffee and golf outings. ISI also has a dynamic one on one discipleship program, First Responders Group, excellent and effective sexual addiction, marriage, divorce, alcohol and drug, and grief/PTSD resources. [Click here for more information.](#)



LEADERSHIP

Dedicated to Service

The group is an affiliate of the worldwide Master's Men organization but is wholly independent. Association with Master's Men affords the Phoenix group a reciprocal network where men can attend worldwide when they travel as well as an abundance of reference material. It also ensures that thousands of men around the globe are praying for the men and the success of ISI Men's Ministry.

ISI Men's Ministry is governed by three men who comprise a "Servant's Council". Similar to King David's Mighty Men, these individuals have varied skills and talents to carry out success. These Godly men believe that Jesus came with the primary attitude of service.

That is the attitude and action they use in determining the agenda, speaking schedule, and outreach. Each man serves a rotating term and is recruited from core attendees. These men have a passion for the ISI ministry, love the men, and are dedicated to faithful service.



Formula For Success

We are often asked how we developed a successful ministry and what were the key factors in that achievement. What worked? Where did we fail?

Prayer:

For certain prayer at the outset prior to our first meeting was key. For several months we did nothing but gather to pray about what God wanted and what was His timing. Then we asked the Lord to bless the ministry so when tough times came (and they did like with Covid), He would see us through the storm.

Key factors for running the ISI Men's Ministry:

Keep in mind that every ministry and situation is different. As Navy Seals say, you have to be able to improvise, adapt, and overcome to achieve victory. In our case, the victory is to glorify God in all we say, think, and do.

Name the group ISI Men's Ministry and insert your location at the end. Example: ISI Men's Ministry Central Coast.

Stay within the boundaries of the ISI mission statement. ISI Men's Ministry encourages and empowers men to be excellent for Christ at home, work, and in the community...so no man walks alone! Our guiding principle is based on Proverbs 27:17 which states, "As Iron Sharpens Iron, so One Man Sharpens Another."

Don't reinvent the wheel. Most chapters show our weekly speaker presentation live on Saturday mornings or off our YouTube channel and then break into small group discussion like at the home group in Phoenix.

Leadership:

Have a Servant's Council or leadership group (no more than five) who totally share the vision and row in the same direction as your main leader. You can have a supervisory team but you need a lead person when all is said and done.

Make sure this leadership group is all about what is best for the ministry from a team approach and not for any personal gain or ego issue. Utilize Titus 1: 6-11 as a reference to guide you in assembling this council.

Meet in person as a Council at least quarterly. Communicate mainly by text, phone, zoom, etc... Social media has made meetings much easier and far less time consuming.

The Importance of Delegation:

In order to grow, the leader of the ministry must delegate. This brings empowerment and ownership of the area in service to the person receiving the task. Your group will not grow beyond a certain point without this. Pray and ask the Lord to bring you the right person for each appointed task.

Meeting Dynamics:

Start and end on time every time. This shows respect for the men's schedules.

Start early, like 7 am. You will get pushback on early times but it is essential. Men often have family activities or have to get to work in the morning.

Have a facilitator or opener who is the face of the place but alternate occasionally.

Keep opening announcements to a minimum and preferably on overhead slides as the men are arriving.

Greeting Team:

Your greeting team is a main key to success as first impressions are key.

Have a supervisor and ongoing training for these volunteers.

Send an email three days before the weekly meeting informing of the speaker and any other short announcements

Keep an email list of your new arrivals

Send welcome and thank you automatic emails to newcomers

Give out opportunity cards to your men weekly to share with others (business cards).

We give an appreciation gift like a wristband and two opportunity cards to each new guest. Printed notepads with logos are available upon request.

Have name tags for attendees. We use blue for previous attendees, red for small group leaders, and gold for new guys.

Speaker Presentations:

Again we recommend using our weekly professional videos to keep your group grounded with the Phoenix group.

If you do have a live speaker, limit speaker presentations to twenty minutes (Ted Talk 17 minute format).

We send the upcoming month's speakers guidelines that inform them to stick to this timeline. We request a bio and photo along with audio visual files, and two to three questions for small group discussion. We ask these be sent at least ten days prior to their presentation.

Speaker keeps their message within the confines of our Mission Statement.

The speaker has the questions for the small groups on the TV or overheads.

Small groups after speaker and limit to five per group with designated leader

In-person speakers are not always required. While preferred, high quality short videos also offer a refreshing alternative and excellent material is available all over the internet and including our YouTube channel.

Have a large TV or overheads with good sound to show videos (ISI videos are available)

Make sure you know what anyone with a microphone is going to say. **Never leave it to chance.**

If you are interviewing someone, keep control of the microphone!

Small Groups:

Small groups are really where the growth and bonding between men take place and therefore they must be prioritized.

You should have a supervisor overseeing the small groups and training on the following:

Small group leaders should:

Be the listener in chief

Keep any one person from dominating

Stay on the questions the speaker prepared

No politics or divisive conversation

Close group with prayer

Confidentiality is key

Encourage men to share contact info and meet or contact outside the group

Groups will form organically and some guys like to stay together. Encourage them to often go to a new group to meet others.

Venue:

The venue is critical and must be easy to locate.

It must be a place that supports AV (audio visual) to aid in your presentations.

It must have adequate, comfortable seating and proper lighting.

If men are not comfortable, they will stop attending.

Your men being able to hear clearly what is transpiring is key.

Coffee is a great tool for welcoming and relaxation. Food is not necessary. Have a basket for coffee contributions.

Other Suggestions:

Avoid being a benevolence or service organization. If a man wants to help a cause, have him organize it outside the ministry. Focus your ministry on sharpening others.

Be careful what you sponsor or endorse. It is better to offer programs as a *resource* than sponsor it.

Are you endorsed and/or supported by a church?

You must have the support of your lead pastor if this is done through a church. Success is limited without it.

Is your ministry a church within a church or a men's ministry? Know the difference.

Financial:

Your ministry must be run properly and like a business. You must avoid any appearance of impropriety.

Decide if you wish to set up your own non-profit corporation to avoid taxes. Consult a CPA if necessary to determine the best course.

How will you fund your ministry? Our Council provided the original seed money. We conduct fundraisers every few years and some donate frequently as well. Make donating easy. Cash, credit cards, check, Zelle and Venmo are easy tools.

Promotion:

A professional website is a big must for legitimacy as you grow.

Get a dedicated email address with the name of the ministry

Use a free or low cost email mass server as outfits like G mail often censored our messages or would not send. We currently use Go Daddy for email and website.

Final Thoughts:

No matter how small your starting group is, do everything with excellence as if you are serving and presenting to thousands. With God's provision, you might be soon. There are no shortcuts to success.

Think and pray about joining a network with a successful program like ISI so you are not reinventing the wheel. You will then have access to our weekly videos that you can show to duplicate the main group, trademarked logos, and apparel to spread the good news of Jesus.

Resources for Success:

Use an online printer for cards, notepads, etc... unless you have a good local source.

Banners, wristbands, and challenge coins are great bonding tools.

Website: www.isimensministry.com

Email: info@isimensministry.com

Facebook: <https://tinyurl.com/ISImensministry>

Apparel website: www.isiapparel.com

YouTube Channel: <https://tinyurl.com/ISlyoutube>

Brand and Style Guidelines:

<https://tinyurl.com/ISIBrandandStyleGuidelines>

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