

DANGEROUS GOOD

JOIN THE MOVEMENT • BE TRANSFORMED



2020 MEN'S NATIONAL
CONFERENCE TOUR



When God finds a man who is passionate for His purposes, trained in the Word, filled with the Spirit, humble in heart, He will send that man into situations unsuited for others.

Kenny Luck



WHAT IS IT?

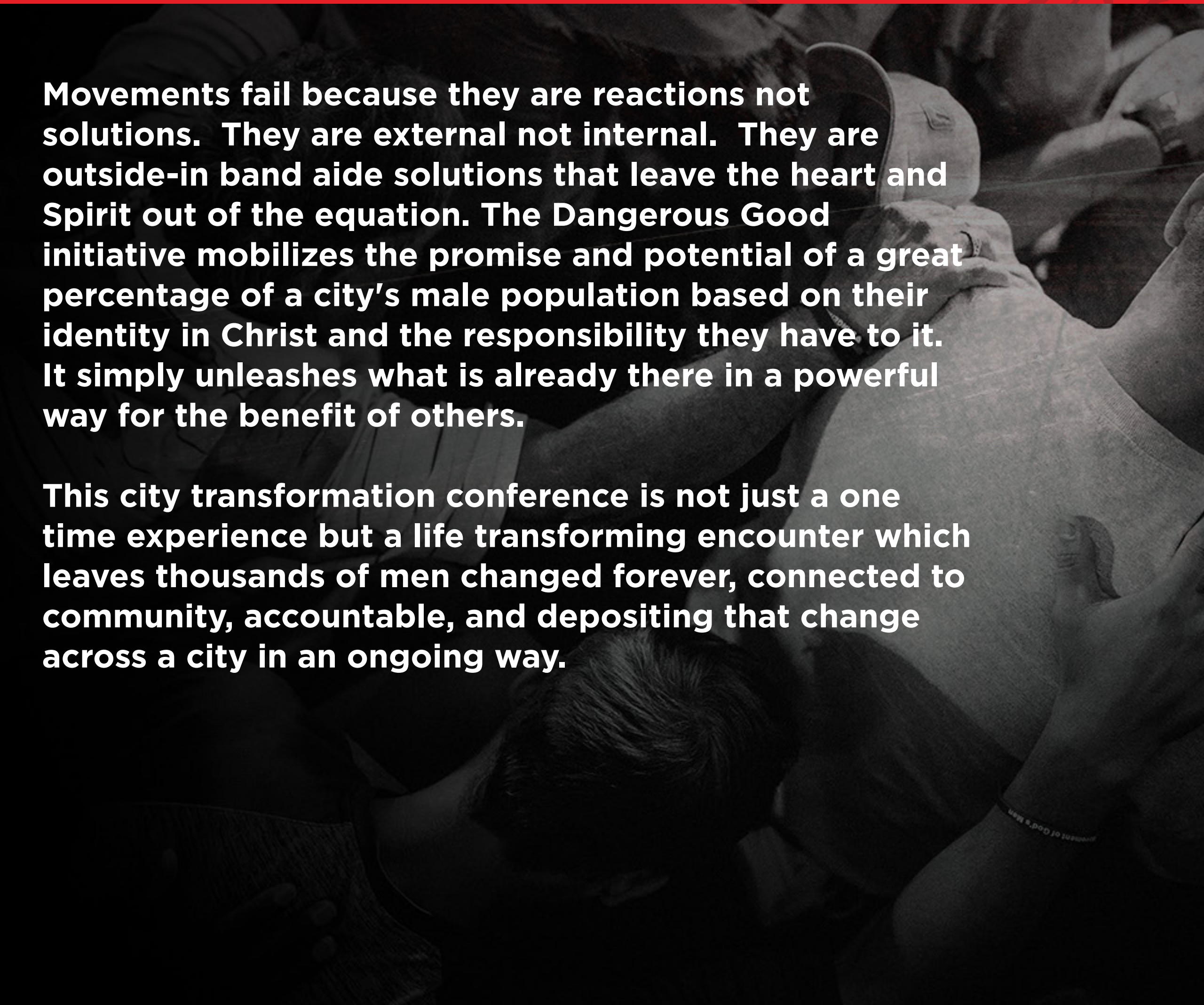


Every man ministries began 19 years ago with the simple goal to free men spiritually and empower healthy families and communities worldwide. At the center of this ever growing movement is Jesus himself who spent three years, with 12 men, which has advanced 20 centuries of Kingdom movement. The clear, prophetic call to say "no" to culture and say "yes" to following Christ in every area of life has touched millions of men and, as a consequence, touched all the people connected to their lives.

The Dangerous Good City Transformation Initiative is the first one of its kind to leverage the promise and potential of a city's male population to address the root cause and symptoms plaguing our communities. It is much more than a conference - it is an eruption of healthy masculinity that changes things - the kind that believes being strong and loving are not mutually exclusive. It is a wave of local connection on the ground and local commission of men to live out their truest and strongest identity with a focus on others.

Movements fail because they are reactions not solutions. They are external not internal. They are outside-in band aide solutions that leave the heart and Spirit out of the equation. The Dangerous Good initiative mobilizes the promise and potential of a great percentage of a city's male population based on their identity in Christ and the responsibility they have to it. It simply unleashes what is already there in a powerful way for the benefit of others.

This city transformation conference is not just a one time experience but a life transforming encounter which leaves thousands of men changed forever, connected to community, accountable, and depositing that change across a city in an ongoing way.



BUT WHY?



We Call It The Dangerous Good City Transformation Initiative

Now as they observed the confidence of Peter and John and understood that they were uneducated and untrained men, they were amazed, and began to recognize them as having been with Jesus. And seeing the man who had been healed standing with them, they had nothing to say in reply. “What shall we do with these men? For the fact that a noteworthy miracle has taken place through them is apparent to all who live in Jerusalem, and we cannot deny it.

Acts 4:16 NIV

A city was transfixed by a miracle of character and conduct flowing out of ordinary men who had “been with Jesus.” The broken ways of being, believing, and behaving as men was being upended and challenged in the small spaces of where the suffering and pain were actually happening.

Spirit-empowered men were spontaneously being dangerous with goodness in the character of Christ. Everybody was seeing it. Everybody was talking about it. Everybody was witnessing a miracle of Kingdom power triumphing over broken male culture. The toxic masculinity of the day was being turned on its head.

THE RESULT WAS JAW-DROPPING

While he (the healed man) was clinging to Peter and John, all the people ran together to them at the so-called portico of Solomon, full of amazement. But when Peter saw this, he replied to the people, "Men of Israel, why are you amazed at this, or why do you gaze at us, as if by our own power or piety we had made him walk? It is the name of Jesus which has strengthened this man whom you see and know; and the faith which comes through Him has given him this perfect health in the presence of you all"... many of those who had heard the message believed; and the number of the men came to be about five thousand

Acts 3:11-12, 16, 4:4

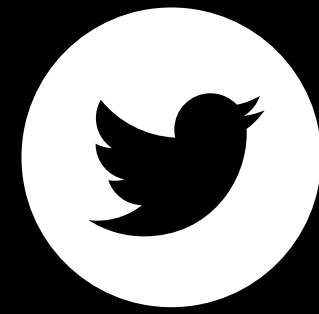
Jesus did miracles in cities that were meant to be visible, obvious, and compelling in order to give those cities a chance to repent and believe. *The miracle he gave Jerusalem was a movement of Spirit- empowered men living transformed lives which captivated and motivated people to experience Christ for themselves. This will be the outcome for any regional or city partnership with Every Man Ministries and the Dangerous Good City Transformation Initiative.* The local church is commissioned by God to repulse evil, reach souls, raise spirits, and reduce burdens for people in the name of Jesus in every city and community it inhabits.

The Dangerous Good City Transformation Strategy supports this commission and accelerates God's Kingdom witness.

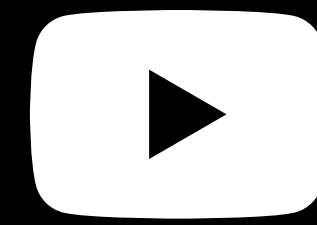
EVERY MAN MINISTRY



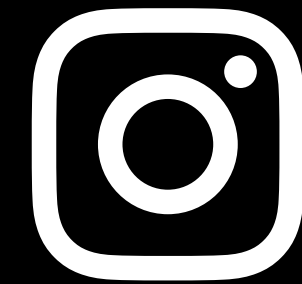
8,200+
FOLLOWERS



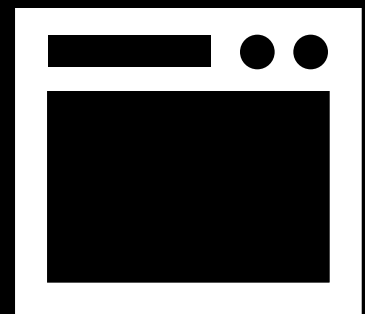
2,600+
FOLLOWERS



3,150+
SUBSCRIBERS

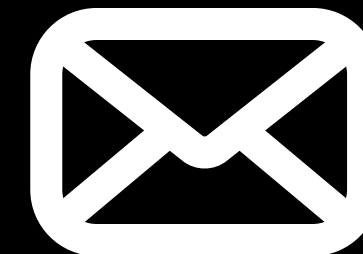


820+
FOLLOWERS



82,228
VISITS PER MONTH

3:52
AVG TIME ON SITE



52,000
EMAIL LIST

38,500
DAILY DEVOTIONALS
SUBSCRIBERS

A CONFERENCE FOR **EVERY MAN**

1ST ANNUAL
DANGEROUS GOOD CONFERENCE

**HELD AUGUST 16 & 17, 2019 AT
DESERT REIGN CHURCH IN LA**

WORSHIP LED BY JESUS CULTURE

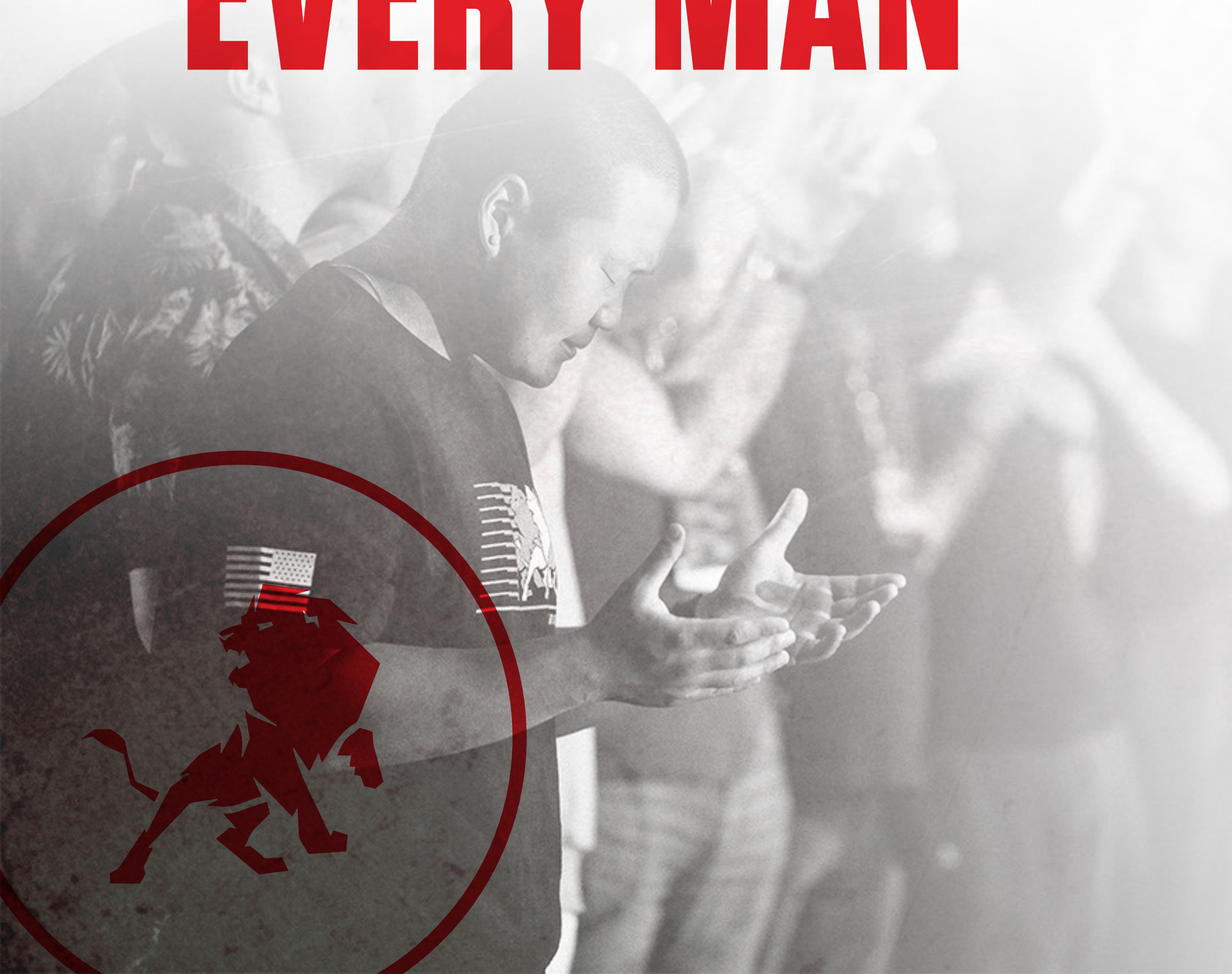
NO COST TO ATTEND

SOLD OUT IN TWO DAYS

500+ ATTENDEES

210+ PROFESSIONS OF FAITH

**500 COMMITMENTS OF MEN TO
SERVE CHRIST IN THEIR LIVES**



20/20

**20 CONFERENCES HELD
20 CITIES TRANSFORMED**

ALL IN 2020

CONFERENCES HELD JUNE-AUGUST 2020

**WORSHIP LED BY LEADING WORSHIP BANDS
SUCH AS JESUS CULTURE**

**NO COST TO ATTEND – WE WANT AS MANY MEN
AS POSSIBLE TO ATTEND AND NOTHING TO
HINDER ATTENDANCE**

LEVERAGE CHURCHES IN THE AREA WHERE
CONFERENCE WILL BE HOSTED TO GET THE
WORD OUT

**UTILIZE EVERY MAN MINISTRY OUTREACH
CHANNELS** INCLUDING WEBSITE TO DIGITAL TO
GAIN ATTENDANCE IN EACH CITY

NORTH WEST

Seattle • WA
Eugene • OR
Boise • ID
Sacramento • CA
Salt Lake City • UT

SOUTH WEST

Honolulu • HI
(Non Tour, One Off Regional)
San Diego • CA
Riverside • CA
Phoenix • AZ
Bakersfield • CA
Las Vegas • NV

MID WEST

Colorado Springs • CO
Houston • TX
Austin • TX
Omaha • NE
Oklahoma City • OK

SOUTH EAST

New Orleans • LA
Buckhead/Atlanta • GA
Birmingham • AL
Memphis • TN
Charlotte • NC

NORTH EAST

Detroit • MI
Chicago • IL
Lexington • KY
Philadelphia • PA
Baltimore • MD



WE NEED YOU!



Though it is more than a conference, it is creating a movement in cities across the nation.

Men being who Christ empowered and called them to be, changing the communities they live in.

The goal is to get men to the conference, transform their lives and keep them coming back.

PHASE ONE

City pastors connect to
prep for conference

PHASE TWO

Leverage conference to
connect men in
church fellowships

Local churches host
follow up groups

Utilize DG curriculum for
first series

PHASE THREE

Continued support
through outreach into
community along with
service within
community

PHASE FOUR

Local churches determine
pathway of discipleship
supported through
resources including
Everyman App and resource
ecosystem

VISION ON THE MOVE



KENNY LUCK

Men's Expert

Best Selling Author of 23 books for men

ECPA Platinum Award Winner for sales in the millions

Fox News Guest and Foxnews.com contributor

Founder Every Man Ministries

Men's Pastor Saddleback Church 2000-2014

Host/Creator of The Every Man Video LiveStream

Teaching and Leadership Pastor Crossline Church

Kenny Luck is an ECPA Platinum Award Winning and Best Selling Author of twenty three books for men. His latest book, "Dangerous Good: The Coming Revolution of Men Who Care" (NavPress) was released in August 2018. As a thought leader and expert on men and culture, Kenny is called by God to revolutionize men's ministry, free men spiritually, and empower men's movement worldwide. God is using Kenny to reach over a hundred thousand men each week through the Every Man radio show in Los Angeles and the worldwide LIVESTREAM of his weekly men's meeting via Every Man Ministries on Facebook. Kenny and his wife Chrissy have been married 29 years, are parents to three awesome millennials, and live in Trabuco Canyon, California.





Anthony Dever is the executive director of Every Man and the creator of the Every Man Dangerous Good Conference. Over the past 18 years in the Christian touring industry he has produced some of the most world renowned events with such artist as Jesus Culture, Hillsong United, and Hillsong Worship just to name a few. After selling his company in 2015 he was lead and inspired him to come along side Every Man to build a men's moment that will have an everlasting impact on changing men's lives. One of his most memorable production accomplishments was the making of Hillsong United's feature motion picture "Let Hope Rise" that was seen by millions in theaters all over the globe. Anthony and his wife Courtney have been married over 13 years and the parents of three residing in Ladera Ranch, California.

ANTHONY DEVER



ENDORSEMENTS & PARTNERS



Christine Caine
Founder Of A21



Jeff Struecker
Author - Pastor -
Warrior
(Black Hawk Down)



Sean McDowell
Professor Of
Apologetics
Biola University
& Author



Chris Hodges
President of ARC &
Senior Pastor of
Church Of The Highlands
(Birmingham, AL)



Mark Geist
13 Hours The Benghazi Story
Author - Veteran - American Hero



Greg Holder
Author & Pastor of
The Crossing Church
in St. Louis, MO

**The men we surround
ourselves with will impact who
we become. Walk with the
wise and become wise. Walk
with the dangerously good,
become dangerously good.**

Kenny Luck





TRANSFORMED MEN TRANSFORM CITIES

JOIN US.

anthony@everymanministries.com