

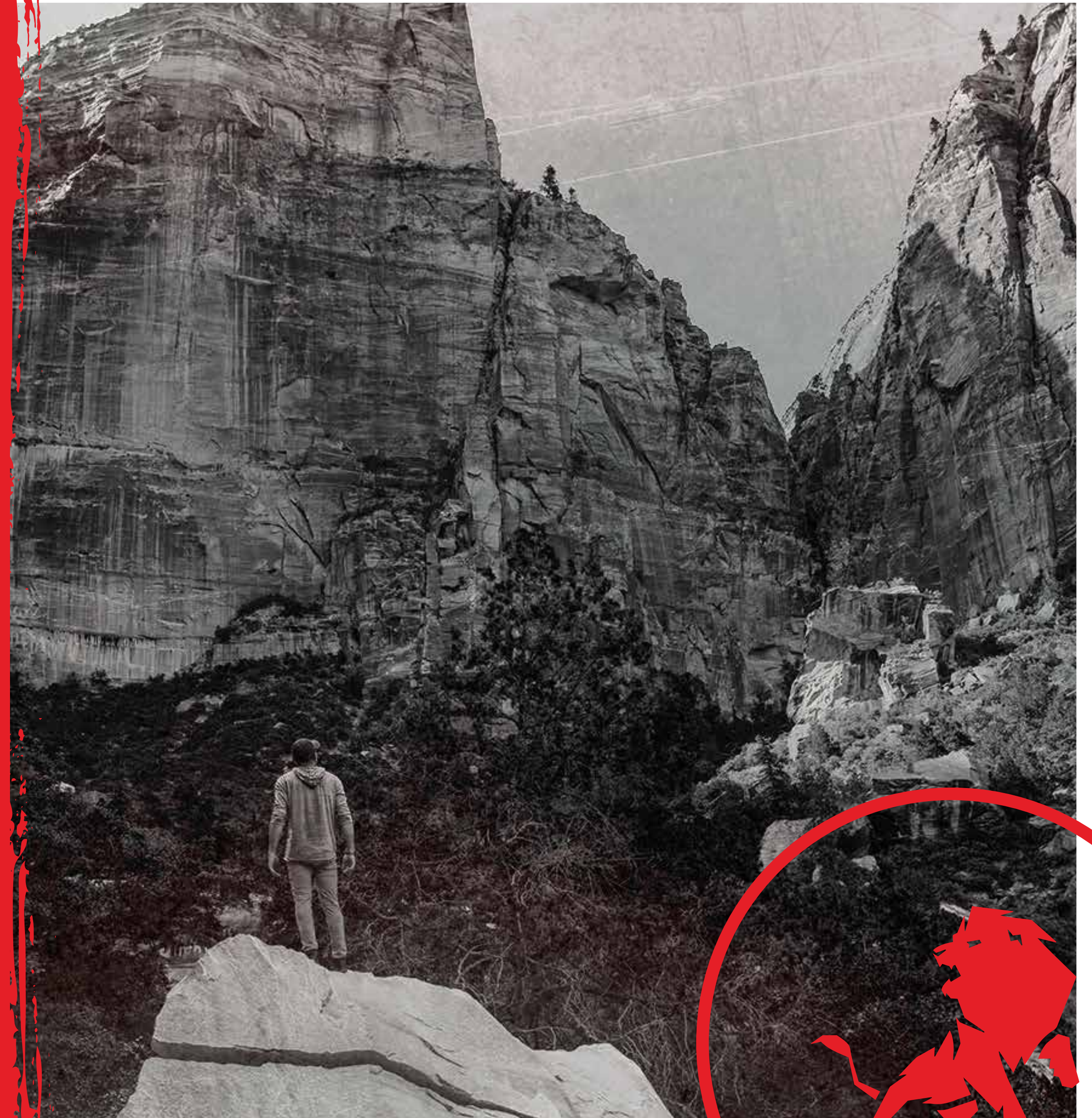


DANGEROUS GOOD

**20/20 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?

Every Man Ministries (EMM) began 19 years ago with one simple mission - free men spiritually and empower healthy families and communities worldwide. Today EMM is a worldwide catalyst for launching Spirit-empowered men's movements in and through the local church with its ecosystem of conferences, resources, and digital platforms serving individual men, groups, and churches. This strong and trusted foundation is now moving beyond the digital screen and being leveraged to ignite a massive cultural shift.

Would it be good if hundreds of thousands of men began saying "no" to themselves and "yes" to others in the big and small spaces of family and community life? Would it be good if energized collectives of transformed men started living out their truest identity in Christ together by bringing God's love and justice to others through service? Would it be good if this new wave of masculinity gained so much local and cultural momentum that people become curious about its source and came to faith in Christ?

Does a movement like this sound familiar? It should.



WHY? Because God has modeled it for us.

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

Think about the division in culture right now. Then imagine...young and old together. Hipster and corporate side by side. White, brown, and black all connecting, all serving, and all one. "Tribe" is second. Transcendent and radical commitment to Jesus is first. God is being glorified. People are witnessing Christ's power over culture. They want to know this power for themselves.

We Call It The Dangerous Good City Transformation Initiative.

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.

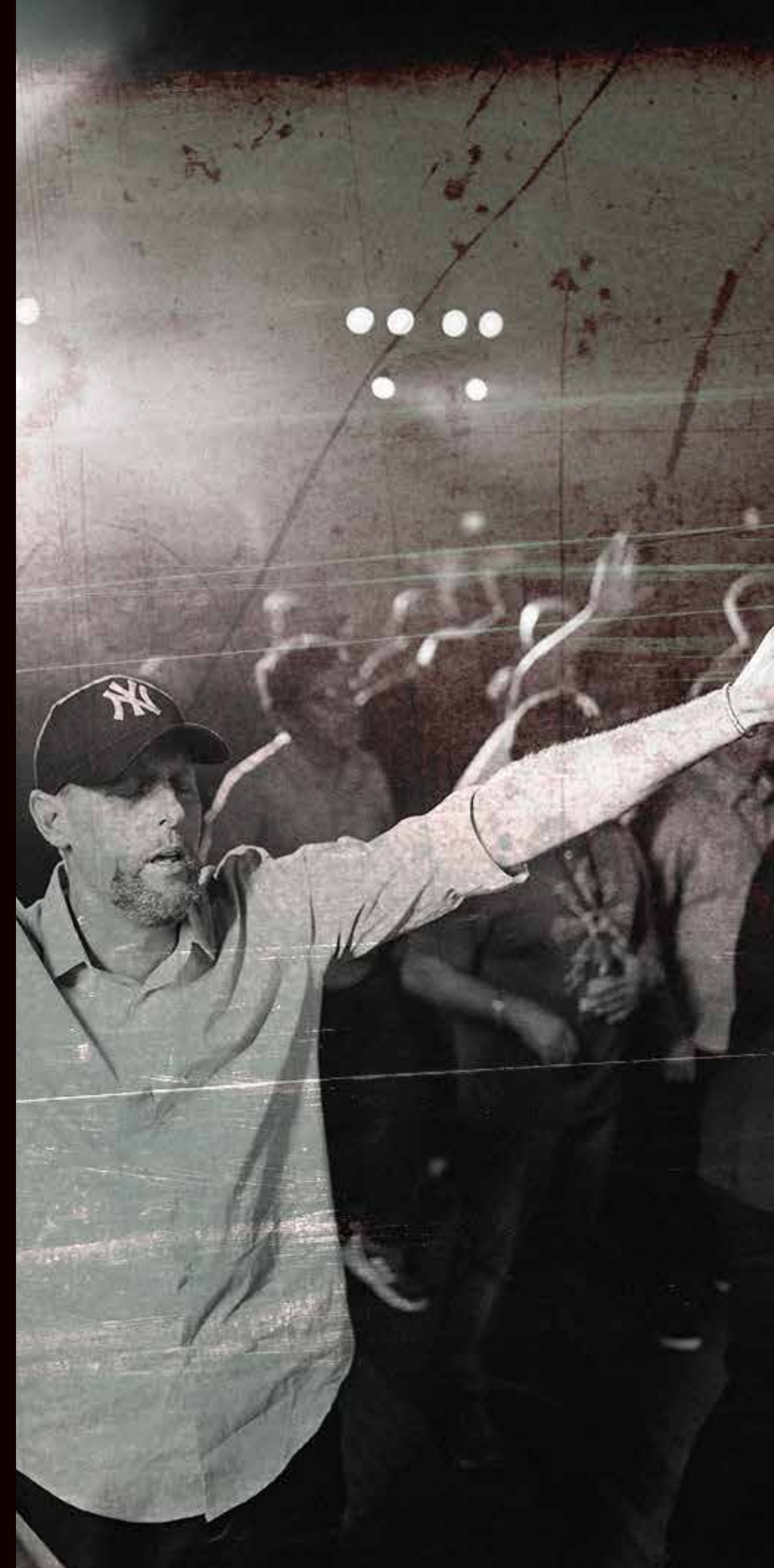
THE RESULT...?

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.

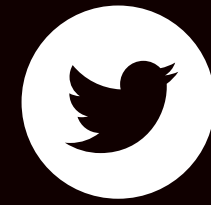


OUR GROWING DIGITAL FOOTPRINT

SOCIAL



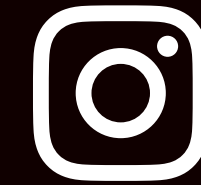
12,000
FOLLOWERS



11,700
FOLLOWERS



3,150
SUBSCRIBERS



1,600
FOLLOWERS

WEB

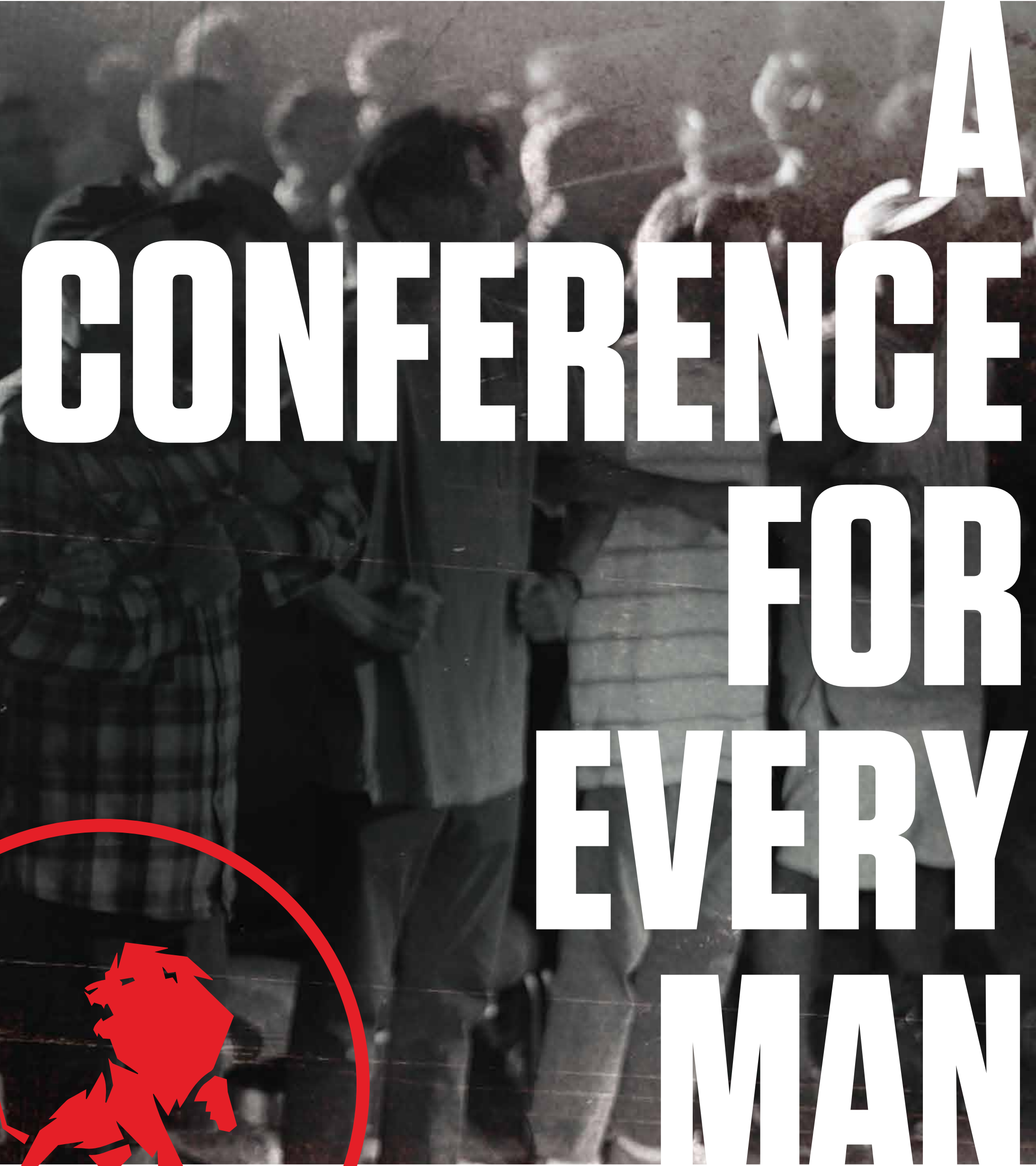
82,228
VISITS PER
MONTH

3:52
AVG TIME
ON SITE

EMAIL

52,000
EMAIL LIST

38,500
DAILY
DEVOTIONALS
SUBSCRIBERS



A CONFERENCE FOR EVERY MAN



**1ST ANNUAL
DANGEROUS GOOD CONFERENCE**

**THE 2 DAY CONFERENCE WAS HELD
IN LOS ANGELES**

AUGUST 16TH & 17TH.

**WORSHIP LEAD BY JESUS CULTURE
WITH NO COST TO ATTEND THE
CONFERENCE**

SOLD OUT IN TWO DAYS

DAY 1 - 500+ ATTENDEES

DAY 2 - 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

Hundreds of trained and equipped DG partner churches across the city mobilize their men to act as "wave" groups who personally invite their friends to the conference (Dangerous Good visual outreach assets provided to local churches for their men to use by EMM).

Targeted 90 day pre-conference media saturation and customized digital marketing executed by A. Larry Ross communications and their media partners in each city.

All EMM outreach channels (including web, digital, social, and regional subscribers) deployed in timed "drip" marketing/awareness campaign in each city.



THE EXPERIENCE

A SCALABLE SETTING DESIGNED
SPECIFICALLY FOR MEN TO CONNECT
AND PARTICIPATE

ACCOMMODATES ALL TYPES OF VENUES

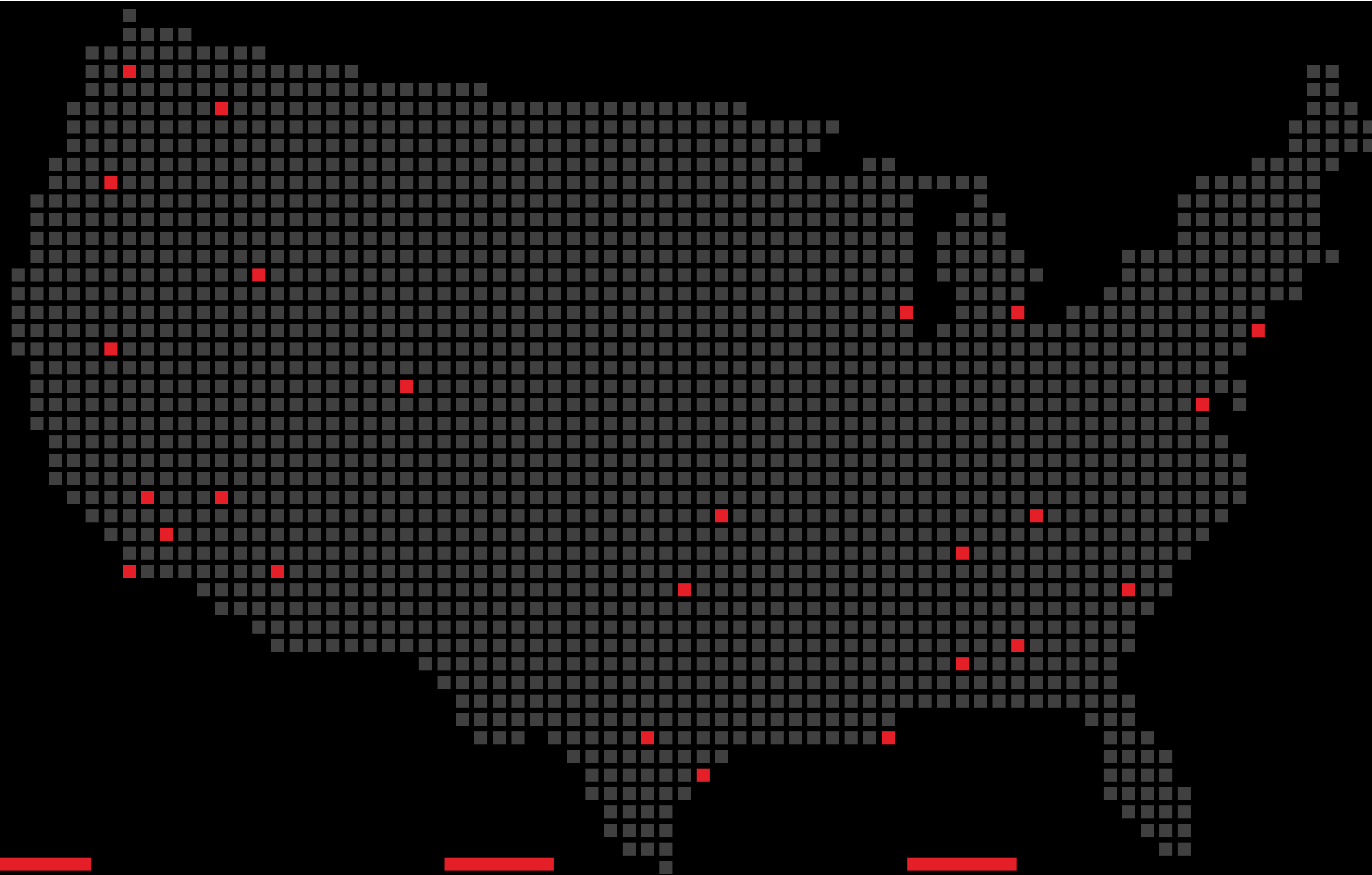
A VARIETY OPPORTUNITES TO
ENGAGE WITH THE AUDIENCE

PARTNERSHIPS

...CAN TAKE THE SHAPE IN MANY DIFFERENT WAYS. WE WANT TO ALIGN WITH BRANDS THAT ALIGN AND BELIEVE IN THE MISSION AND WE WANT TO BE SURE YOU ARE REACHING YOUR AUDIENCE. WE LOVE TO THINK OUTSIDE OF THE BOX AND CAN CUSTOMIZE PARTNERSHIPS TO MEET YOUR COMPANY'S GOALS.



20/20 CONFERENCE CITIES



NORTH WEST

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

SOUTH WEST

Honolulu • HI (*Non Tour*)
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

IT DOESN'T END WHEN THEY EXIT THE ARENA

Spirit-empowered men connecting ongoing, transforming ongoing, and serving together in the community AFTER the conference create the rails a solid movement can run on.

We have done the math, tested it, and know the results in three cities already.

INSPIRATION + CONNECTION = TRANSFORMATION

"Good morning Kenny! My fellowship was formed after attending the Dangerous Good Los Angeles Conference this summer. The follow up series was awesome and we continue to meet at our church on Tuesday nights. We are being molded into men to change the world dangerously!"

Nick Dalafu, Dangerous Group Fellowship Leader & Millenial

PHASE ONE

City pastors connect to prep for conference

PHASE TWO

Leverage conference to connect men 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

Continued support through outreach into community along with service within community

YOU CAN MAKE THE DIFFERENCE

Partners are needed who want to impact and make change across the United States in the lives of men.

We need partners to financially and prayerfully support the mission to make these events free for ALL men.

100% of the support goes directly to the conference, execution, planning and outreach to the community in each city.

Support can be customized to meet your companies needs, be it reaching men or just a desire to support the conference to make the greatest impact in each city.

WHAT IT CAN LOOK LIKE

CONFERENCE

Brand/Event Integration Presence at event(s)
Inclusion in collateral/outreach

EVERY MAN MINISTRIES

Digital outreach: website, social media & email

The Every Man Ministries digital platform is currently reaching well over 100K+ on average per month and with the 20/20 Conference Tour it will only grow.

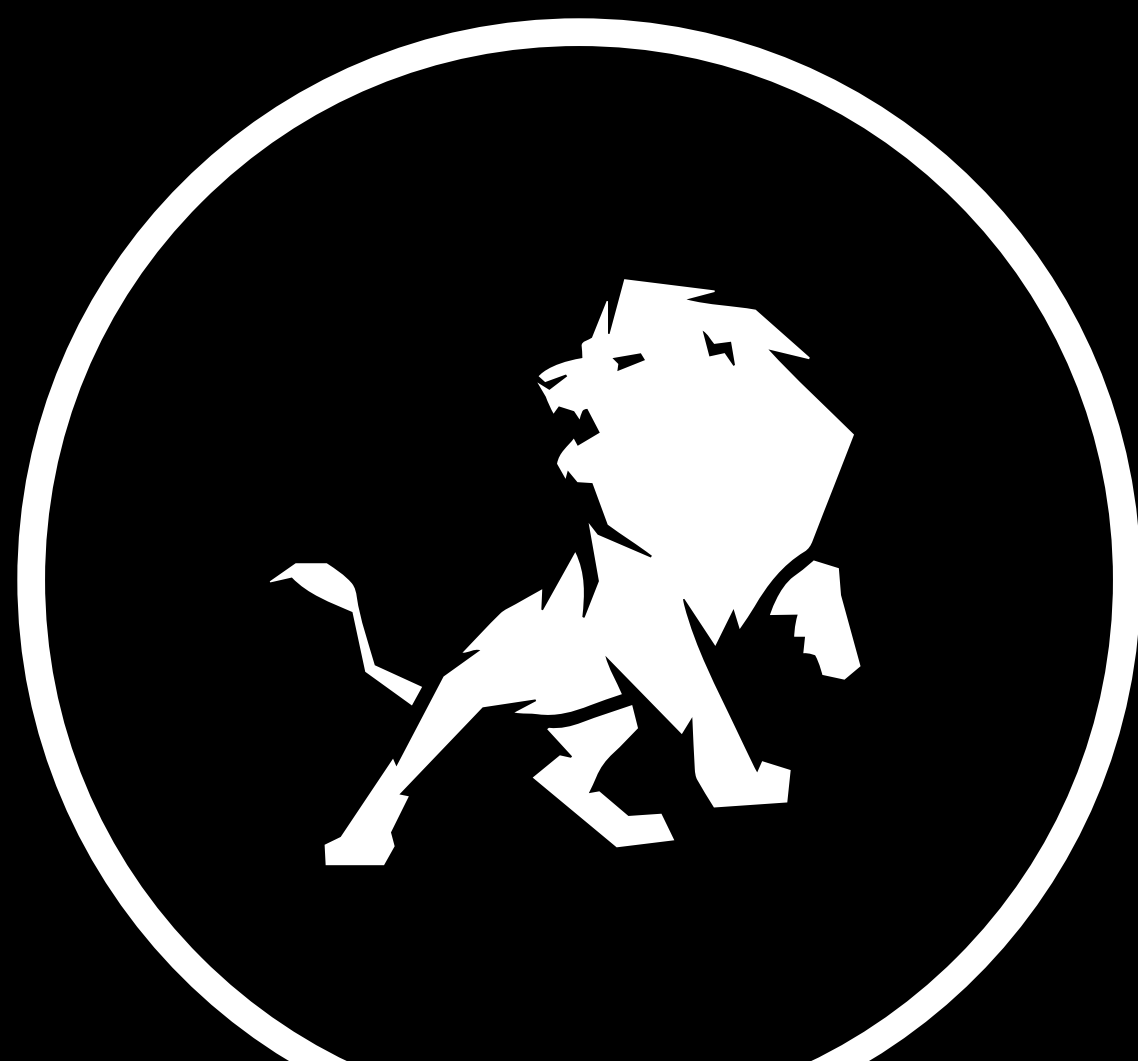
Estimated conference attendance per city 2K-6K.

Estimated tour attendance 100k

Estimated social media reach from attendees sharing over 10,000,000 - 20,000,000

Some partners prefer to create customized partnerships which may not include outreach, we want to create a program that works for you and allows the ministry to continue to change lives across the nation.

OUR TEAM



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

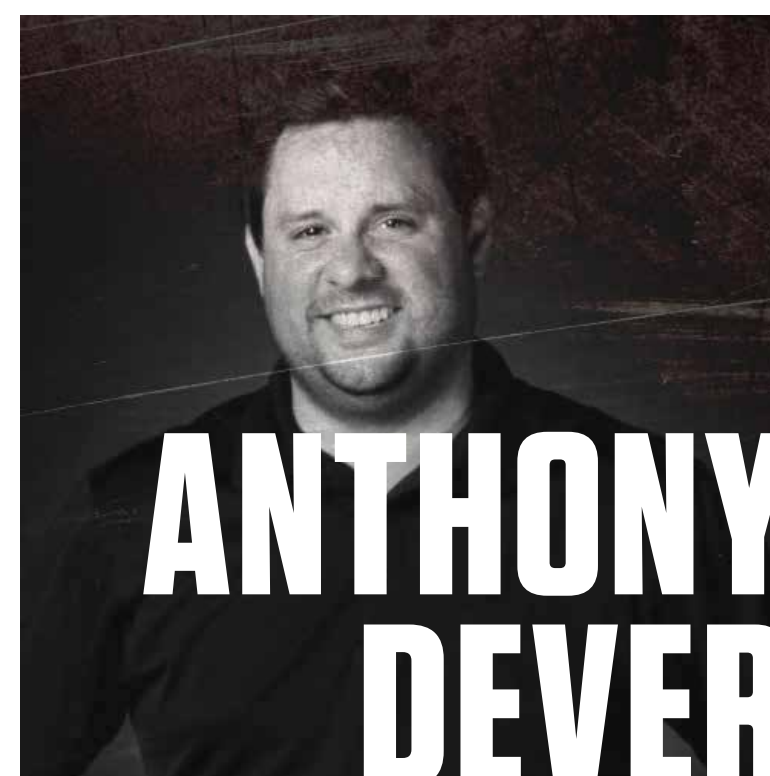
Founder Every Man Ministries

Men's Pastor Saddleback Church 2000-2014

Host/Creator of The Every Man Video LiveStream

Teaching and Leadership Pastor Crossline Church

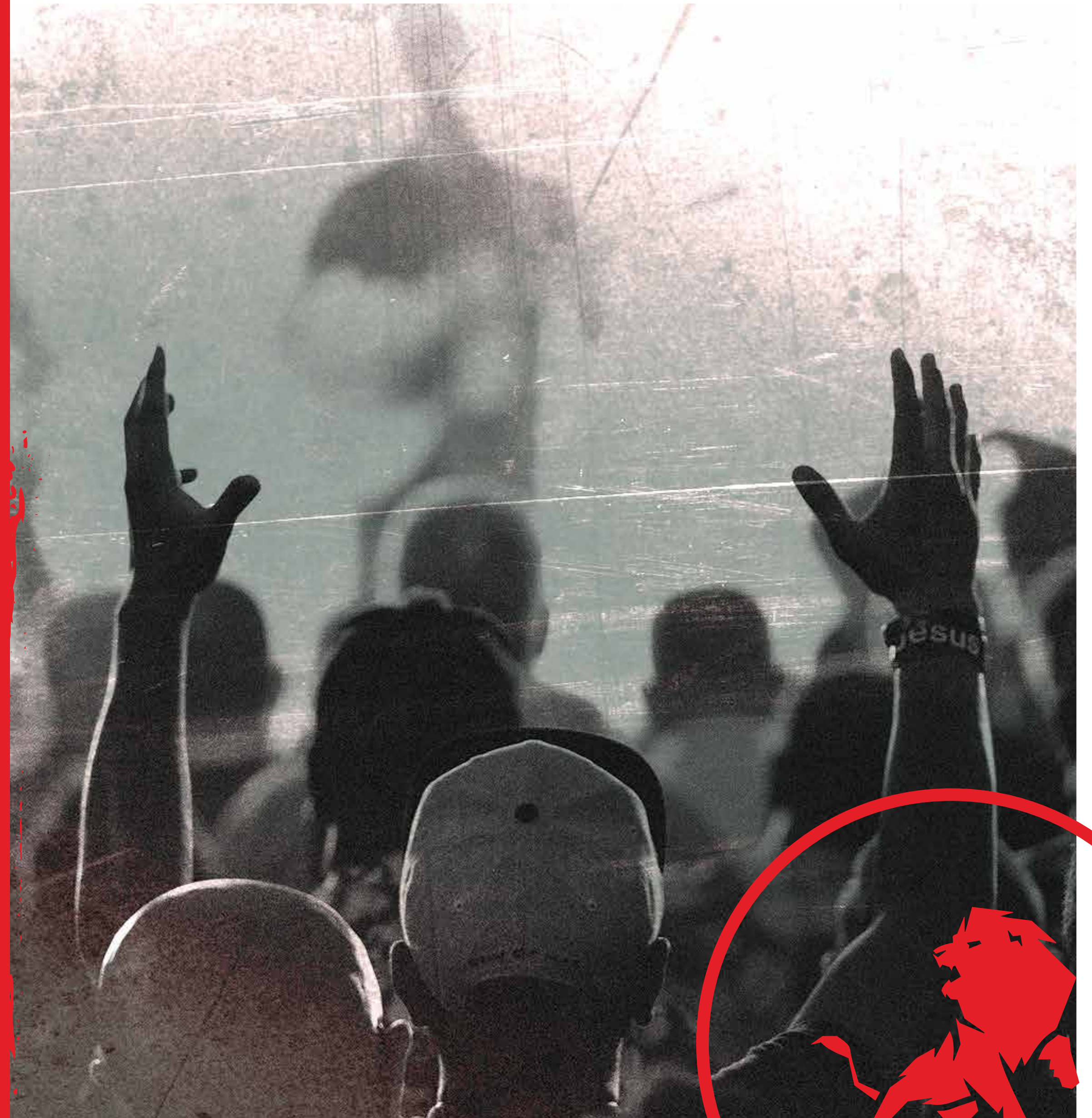
Kenny Luck is an ECPA Platinum Award Winning and Best Selling Author of twenty three books for men. His latest book, "Dangerous Good: The Coming Revolution of Men Who Care" (NavPress) was released in August 2018. As a thought leader and expert on men and culture, Kenny is called by God to revolutionize 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 31 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 movement 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.

**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...
LET'S TALK**



anthony@everymanministries.com