

There are 147,000,000 males in U.S., or 48% of the population. Men do both significant good and significant ill through their actions. While millions support families and truly father their children, millions more are contributing to almost every serious social problem in the U.S.. Key indicators show 2.3 million men, 3.2% of male population in prison. 40% of all pregnancies are now to unwed mothers. 88% of all homicides are male. 79% of all suicides are male. 100% of cities with populations exceeding 250,000 report male gangs. According to the National Center for Fathering, 72.2% of the U.S. population feels that "fatherlessness" is the most significant family or social problem facing America.

Sociological, neurological, psychological, and anthropological evidence all indicates significant differences between cultural norms of manhood and "real manhood."

The typical U.S. Congregation is 39% male. 70% of boys will abandon church in teens and twenties. Men who participate in church are happier, more stable, less depressed, have more self esteem and are more engaged as fathers and husbands. Only 10% of U.S. churches have ministries focused on men.

The key issues for men are: initiation/growing up, finding a great struggle to be fought (a biblical worldview), and having male friends/community.

Problem: **No one has made an effective enough case** aimed at Christian and secular leaders why men are important. The case should be biblical and theological, but also involve a large body of evidence from both the hard and soft sciences, history and literature.

The case should include the following. What is a man? What is masculinity? What role do men play positively in society? What role do males play negatively in society? What is the nature of the struggle men must fight (the world, the flesh, and the problem of evil)? Why is a "band of brothers" important? Why must adolescent boys become masculine and not just adolescents in adult bodies and how can that happen? What is the irreplaceable role of the church in this? How can the church take the lead: what the church must do? How can a church have an integrated ministry to men at its core?

The goal is to develop a body of evidence, a very persuasive case, and a plan to convince leaders that ministry to and for men should be raised to one of the top five priorities in the church. We want to see twice as many churches in three years, and then double again in the next four years, bringing a total of 40% of the 350,000 churches in America to have ministries focused on men. Outcomes would include more discipleship, more significant masculine relationships, more service to others and the community, more fathering and mentoring, more engagement in social justice issues, more witnessing for Christ and more rights-of-passage. The goal would be to show positive change in 24 million men in seven years.

Once the research and writing has been completed, the material will be rolled out through an effective strategy to influence pastors and leaders. Developed in partnership with NCMM, major denominations, ministries, and churches, this strategy will include at least the following components:

1. Relational – A plan for "Face-to-Face" transmission of information and ideas
2. Stories / Emotion – testimonies of men whose life demonstrate the statistics
4. Stats / info / research into the problems and men and their impact on society
5. Give a clear picture of men both inside and outside the church
3. Provide Concrete Solutions and next steps – not just problems, but also first steps at answers
6. Social Proof – Use the reputation of those involved to increase acceptance
7. Advocates – Enlist an army of interest men who will influence the influencers