



Hosting a *BUILDING A SUCCESSFUL STEPFAMILY* Conference

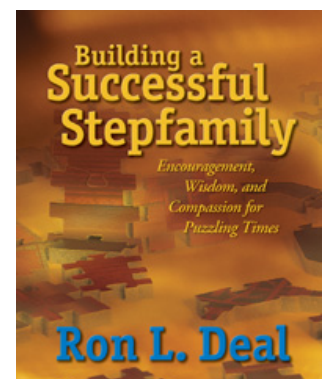
Presented by Ron L. Deal,

Author of *The Smart Stepfamily: Seven Steps to a Healthy Family*

Founder & President, Successful Stepfamilies

Licensed Marriage & Family Therapist

Licensed Professional Counselor



What others have said about this seminar:

“Ron Deal has developed a highly insightful and practical seminar that has impacted the lives of thousands... I’m delighted to recommend it.”

H. Norman Wright
Director, Christian Marriage Enrichment

“Ron is one of the foremost authorities on stepfamilies.”

Dr. Bill Maier
Vice President, Focus on the Family

“Ron’s professional expertise, love for the Lord, and his compassionate heart make for a perfect platform from which to teach remarried couples how they can successfully combine their families in healthy ways.”

Drs. Les and Leslie Parrott
Authors of *Saving Your Marriage Before It Starts*

“Ron speaks encouragement, wisdom, compassion, and God’s word to these families.”

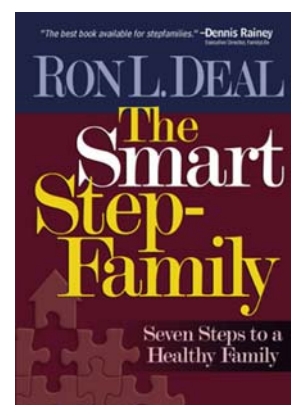
Dennis Rainey
President, FamilyLife

INTRODUCTION:

Since 1996 audiences around the country have been challenged and encouraged by Ron’s practical and humorous presentation of this material. Called a “cutting-edge addition to family ministry,” the *Building A Successful Stepfamily* weekend promises to offer wisdom and hope to those trying to faithfully manage the stepfamily journey.

Ron is considered one of the nations leading Christian writers and speakers on stepfamily living. He has appeared on national TV and radio programs including “Focus on the Family,” “FamilyLife Today” with Dennis Rainey, and “HomeWord”. Ron served as the first Stepfamily Educational Consultant to Focus on the Family and is a member of the Stepfamily Expert Council for the National Stepfamily Resource Center. He also trains ministry leaders around the country in effective family ministry through the local church.

After looking over this Seminar Planner, email us about the possibilities of scheduling a seminar. Ron generally schedules events six months to one year in advance. Let him bring his expertise to your community.



DUAL SEMINAR: *KIDS HOPE* PARTNERSHIP!

Now you can minister to adults *and their children*. Ron has teamed up with Kids Hope, a national resource ministry (www.kidshope.org) to children in single parent and blended families, to bring a twofold seminar to your congregation. Ron will present his *Building A Successful Stepfamily* seminar to the adults while the Kids Hope speaker-team presents their seminar material to the children. It's a wonderful combination that greatly impacts the lives of stepfamilies.

Call us to further inquire about the details.

THE "BUILDING A SUCCESSFUL STEPFAMILY" SEMINAR

"LET'S PARTNER TOGETHER TO BLESS THE STEPFAMILIES IN YOUR AREA!"

The numbers are staggering. Approximately 30% of all weddings in America today form stepfamilies. In addition, **one out of two Americans has been, is now, or eventually will be in one or more stepfamily situations during their lifetime.** Despite these statistics, stepfamilies remain one of the most neglected groups in churches today.

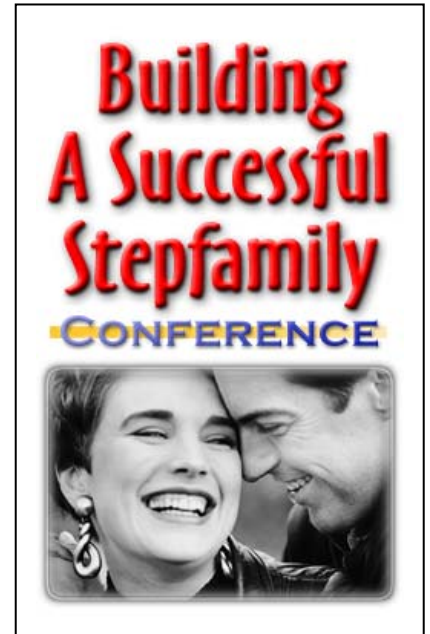
As I conduct seminars across America the response is very much the same. "Thanks for coming," they say. "I wish we could have heard you five years ago. Why isn't more being done to help stepfamilies? We really are lost and don't know where to turn." Your congregation can change that by reaching out.

The strategy is two-fold: *First*, host this seminar and let it function as a rallying point for stepfamilies. *Second*, begin (or continue) an ongoing stepfamily support group or bible class that nurtures stepfamilies over time (my book *The Smart Stepfamily* is a perfect follow-up study—it even includes discussion questions for groups).

Let's partner together to prevent re-divorce and build stronger stepfamilies!

PURPOSES OF THE SEMINAR:

1. To lower the remarriage divorce rate and build stronger stepfamilies who live for God in faithfulness.
2. To address key aspects of healthy stepfamilies including:
 - God's Love for Stepfamilies
 - 6 Stages of Stepfamily Development
 - Unique Characteristics
 - Parenting & Stepparenting
 - Helping the Children
 - Special Challenges (e.g., Sexuality, Fears, Faith Formation)
3. To guide participants as they develop a *Personal Integration Plan* for strengthening their stepfamily.
4. To provide over 150 practical ideas in the seminar manual for building a stronger marriage and stepfamily.
5. To equip church leaders and ministers to better shepherd and minister to stepfamilies.
 - a. A minister's workshop is now available the day preceding the seminar. See the "Minister's Workshop" section below.
 - b. Ministers, elders, and church leaders need to attend the seminar so they can better understand the needs of stepfamilies.
 - c. I am encouraging churches to launch a support group or Bible class series from this weekend event. I will provide consultation by phone before and after the seminar and can make recommendations for curriculum.



Partners in Ministry: Consider the following post-seminar ministry update—

“Thank you Ron for coming and sharing the stepfamilies seminar. Your day-long event and our publicity for it woke our congregation up to the needs of stepfamilies. Since the seminar we have held a stepfamilies support group and also a special ‘His Needs, Her Needs’ group specifically for stepfamilies. We have used your manual and tapes with several couples who could not attend the seminar. They all seem to be helped greatly. Keep up the good work.”

*Keith Fussell, LPC
Sycamore View Church of Christ
Memphis, Tennessee*

MINISTER’S WORKSHOP:

In order to help local ministers and church leaders to better minister to stepfamilies over time, a brief workshop can be made available the afternoon before the seminar (availability varies). The workshop can take place, for example, from 2:00-4:00 PM on Friday. The workshop is entitled “**Building Smart Stepfamilies**” and addresses:

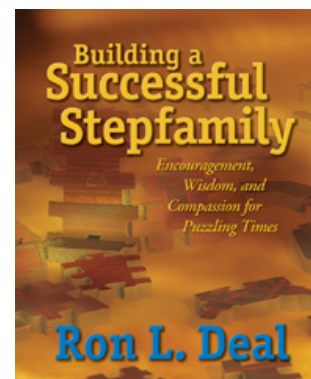
- The Prevalence of Stepfamilies in America and the Opportunities for Ministry
- Barriers to Stepfamily Ministry
- Ministering to Stepfamilies—Some Practical Suggestions
- Understanding How Stepfamilies Are Different

FINANCIAL CONSIDERATIONS:

Hosting a significant event like this will require financial backing. Depending on how aggressive you’re marketing, you can spend a total of \$7000-10,000 (including speaking fee and expenses). Some churches network with 2-5 other area churches to share the expense. You will also find that the attendance is much better when more than one congregation is backing the event.

1. The seminar fee is \$4500. A non-refundable/non-transferable deposit of \$500 is due to secure a date.
 - Make seminar fee checks payable to “Successful Stepfamilies”.
 - The seminar fee for private, civic, county, or state agencies is \$6000 (or \$3000 per day).

2. Travel expenses will also need to be reimbursed (including airfare or mileage, food, hotel for two nights, rental car, and parking at the airport). SUCCESSFUL STEPFAMILIES will make the necessary travel arrangements (except hotel) and forward the itinerary and costs to be reimbursed. Travel expenses will be reimbursed following the seminar.
3. Local transportation is required. SUCCESSFUL STEPFAMILIES will make the car rental arrangements. Expenses can be reimbursed following the seminar.
4. Each seminar participant needs to receive a Seminar Manual (over 100-pages in length). The seminar cost for each is \$15.00 (i.e., \$30.00 per couple); only \$12.00 each if your attendance is 250 or more people. After the seminar you will need to reimburse Ron for the actual number of manuals used and any shipping costs (to your location).
 - Reimbursement for travel expenses and the Manuals can be made with one check payable to "Successful Stepfamilies."
 - Any unused manuals will be returned to SUCCESSFUL STEPFAMILIES at the host church's expense.
 - NOTE: Some have wondered if one manual per couple would help in reducing costs. We don't recommend this because it inadvertently encourages one spouse to be "responsible" to take notes and apply the principles while the other is free to disengage from the presentation. We need to encourage each person to develop an integration plan, and then discuss their ideas with their spouse or fiancé. Two manuals accomplish this objective best.
5. Marketing, advertising, set-up, and refreshment costs will need to be considered.
6. We suggest you serve a box lunch onsite (Saturday); adding this cost into the registration fee is an easy way to recuperate the cost.
7. "A seminar without child care is doomed." This is a must so plan to do it well.



Suggestions Regarding Registration Fees: SUCCESSFUL STEPFAMILIES does not mandate a registration fee amount. Here are some thoughts for you to consider:

1. A fee (even a nominal one) is helpful because it requires a commitment from the participant. They will value the service more if it costs something. In addition, you will have a more accurate pre-registration count (necessary to order manuals) and less “no-shows” if a fee is required;
2. Whatever amount you decide to charge we recommend it should be per individual with spouses or fiancés attending free (e.g., “\$65 per person with spouse attending free”). This makes it more likely that couples will attend together.

CANCELLATION POLICY:

If for any reason the host congregation cancels a seminar, the deposit will **NOT** be refunded and the cost of any airline tickets purchased in advance must be reimbursed.

RE-SCHEDULING POLICY:

If for any reason a seminar needs to be re-scheduled by the host, the deposit will be forfeited and a **NEW DEPOSIT** must be paid before another date can be confirmed.

PROPOSED SCHEDULE:

1. Set a registration deadline 2 weeks in advance. This allows us time to have Manuals delivered to you. We will send extra for late registrants.
2. We are flexible and happy to work with you to determine the best schedule for your church schedule. Generally, this format works best:
 - Friday evening: 7:00 PM - 9:30 PM (Registration/Check-in & Child Care drop off begins at 6:30 PM)
 - Saturday: 8:30 AM - 4:30 PM (One hour lunch break; Child care drop off begins at 8:15 AM)
3. Larger cities may decide that an alternative schedule is best. Possibilities include:
 - a. Saturday one day: 8:30 AM - 5:00 PM
 - b. A Friday—Saturday schedule that concludes earlier on Saturday.

4. Churches frequently ask Ron to speak on Sunday morning following the seminar before returning home. Ask about Ron's availability.

AUDIO / VIDEO NEEDS:

1. The seminar makes use of a Power Point presentation. Ron provides the laptop computer and program, but needs the church to have a LCD projection system available. A video projector can be rented if the church does not own one.
2. Also, Ron utilizes video clips from movies and TV programs to illustrate certain points throughout the seminar. Clips are shown through the Power Point program and will require a direct audio connection to the PA system from the laptop computer. Discuss the connection details with Ron.
3. A wireless microphone is a must as Ron needs mobility in conducting demonstrations and fielding questions from the participants.
4. A second mic is used in demonstrations. Wireless is preferred, but a corded mic is workable.

FLIGHT / HOTEL / TRAVEL ARRANGEMENTS:

1. We will be happy to make flight arrangements. The lowest possible coach fare will be sought.
2. We will arrange for a rental car from the airport unless other arrangements have been made for transportation.
3. The hosting congregation should arrange hotel accommodations and forward those (and driving directions) to Ron approximately two weeks before the seminar.
 - Preferred hotel chains include: 1) Marriott (includes Renaissance and all Marriott hotels); 2) Hilton family of hotels (includes Coral, Conrad, Hilton, DoubleTree, Embassy Suites, Hampton Inn, and Homewood Suites); and 3) Holiday Inn (Intercontinental, Crowne Plaza, Holiday Inns, and StayBridge Suites).
4. Any travel, food, or parking expense can be reimbursed the week after the seminar.

BEFORE AND AFTER THE SEMINAR:

1. Before the Seminar: This seminar is intended in part to be a catalyst for your congregation. Launching an ongoing ministry after the seminar has been successful for many churches.
 - a. Start praying for God to rise up class/support group leaders.
 - b. Get them involved in the planning of the seminar and help them catch a vision for the future.
 - c. Talk with Ron about materials and resources you might utilize after the seminar (many are available online at www.SuccessfulStepfamilies.com) and start planning when and how to begin the class/group. You can announce your intentions at the seminar. A number of unchurched participants will likely return for the class/group.
2. After the Seminar: We will need a printed list of participants mailed or emailed to me including mailing addresses and email addresses. We will add participants to our free monthly E-Newsletter list.

PUBLICITY & ADVERTISING:

While Ron will leave it up to you to determine the best avenues of advertising for your community, he does have a few suggestions.

1. Be sure to access this web page for up-to-date promotional graphics, brochures, posters, radio spots, etc.:
www.SuccessfulStepfamilies.com/go/HostChurchInfo.
2. You are free to print your own brochures and promotional materials. However, we have simplified the print materials process for you. Contact freelance graphic artist Tony Clayton at tony.clayton@suddenlink.net and ask him for a specific quote regarding the promotional materials you see on the above web site (Tony does not work for Successful Stepfamilies). He will personalize the items for you, order the print, and have them shipped directly to you. He will then invoice you for the order and his fee.
3. Radio advertising is critical. We have produced a number of commercials that you can use to promote the event. There is no charge for the produced ads; you simply have to purchase the radio airtime. Also, ask if they would be interested in doing a live phone interview with Ron before the event.

4. A conference promotional video (1 min. 45 seconds) is available to advertise the seminar. We will make free copies available to you for your congregation; extra copies are available to share with other churches. You can also preview and download a Windows Media Video version of the video online at our "Host a Conference" page.
5. Develop team-leaders that will personally deliver brochures and information to schools, agencies, churches, physicians, etc. Direct contact with someone always works best.
6. Have a group rate available for churches that send 7-10 couples to the seminar, then another price reduction for those who send 11 or more couples. Also, tell ministers they (or someone from their staff) can attend free if they have 15 couples attend.

AUDIO / VIDEO TAPING:

Ron asks that you not record the seminar. He has an order form that will be made available to anyone wanting to order audio, video, or book materials.

ADDITIONAL MARKETING IDEAS:

These are ideas that have worked for other churches and organizations. Please modify them for your setting.

- Ad and/or listed in calendar of events in a local parenting newsletter or paper.
- Local Ministerial Alliance - announcement at meeting / flyer
- Chamber of Commerce notice / community calendar
- Flyers at the YMCA
- Letter of invitation to church community contacts and recent visitors
- Letter to area schools, day care centers, etc.; supply a flyer for them to hand-out to parents.
- Letter to county Dept. of Human Services, Children Protective Services, Pro-Family organizations
- Letter to regional churches; send multiple letters to keep reminding ministers
- Ads in the local newspaper
- News release in the local paper (usually free)
- Radio: one minute spots, Public Service Announcements, and/or interviews with Ron by phone.

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|------------------|------|-----------|---------|
| Station #1 _____ | spot | PSA faxed | Run ads |
| Station #2 _____ | spot | PSA faxed | Run ads |
| Station #3 _____ | spot | PSA faxed | Run ads |
| Station #4 _____ | spot | PSA faxed | Run ads |
| Station #5 _____ | spot | PSA faxed | Run ads |

- Announcements in specific Bible classes / Flyer to hand out
- Church bulletin & Sunday information sheet
- Letter to membership
- Specific Group to Notify #1: _____
- Specific Group to Notify #2: _____
- Specific Group to Notify #3: _____
- Specific Group to Notify #4: _____
- Specific Group to Notify #5: _____
- Specific Group to Notify #6: _____
- Specific Group to Notify #7: _____
- Specific Group to Notify #8: _____
- Other: _____
- Other: _____
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- Other: _____

BUILDING A SUCCESSFUL STEPFAMILY

Presentation Room Set-Up & Materials Check List



Person Responsible: _____

Participant Registration:

After checking in or registering, each participant should receive the following: 1) a name tag; 2) a Seminar Manual & pencil/pen; 3) a resource order form.

Be sure to visit www.SuccessfulStepfamilies.com/go/HostChurchInfo for additional tips on setting up the facility. See the FAQ's.

Room Set-Up:

- Participants should be seated in movable chairs at round tables if possible.
- One large lectern or two small lecterns at the front of the auditorium (on stage).
- PA system with a wireless microphone (for Ron) and one extra microphone for announcements and demonstrations.
- Projection system for Power Point presentation and video clips. Ron will supply the laptop computer and remote wireless control. PA connection cords to run sound out of the laptop into the PA system.

Resource Sales Tables:

- Set-up 3 long display tables for book & tape resources. Materials will be shipped before the conference.
- Two volunteers at each table (minimum) are needed to take money and answer questions.
- Have calculators and small change for cash sales on hand. Order forms for you to print and place on the sales table will be emailed to you (each person also gets an order form at check-in).