

HOW TO START THE CONVERSATION ABOUT PURE DESIRE GROUPS

Have a volunteer who has completed a full cycle of a PD group.

Ideally, a couple who have both completed a group. This is in order to start *Seven Pillars of Freedom* and *Betrayal & Beyond* groups at the same time.

Set up a meeting with the appropriate church staff member.

- ➔ At a larger church, this may be the men's ministry pastor, care pastor, or discipleship pastor.
- ➔ At a smaller church, this is most likely the lead/solo pastor.
- ➔ Ask for a scheduled meeting. Do not attempt to cover this before or after a church service or event/ on the fly.
- ➔ In-person is better than a phone call.
- ➔ Share your personal story of healing and transformation ([5 Tips on Sharing Your Story" podcast episode](#)).

Share about Pure Desire and the group structure.

- ➔ Share the ["Introducing Pure Desire" podcast episode](#).
- ➔ Encourage skepticism. Direct them to puredesire.org for more information.
- ➔ Highlight the expertise and experience of Pure Desire.
- ➔ Highlight the self-replicating nature of groups—groups are led by those who are finding healing and freedom. This will lighten the load on staff.
- ➔ Highlight the Pure Desire ["How We Help" flyer](#).
- ➔ Encourage questions. Direct them to Pure Desire for more information.

Offer to help facilitate the first group.

Group leaders are not experts or professionals. They are people who are finding traction in their own healing and have experience with the material.

Offer direction on how to promote and announce the first group.

- ➔ Confidential sign-ups are key.
- ➔ Invite people to help start a ministry.
- ➔ Consider using the [Sexual Integrity 101](#) to draw a larger audience and then explain next steps. Or offer similar short video series ([Sex and Jesus](#) for women, [The Heart of Man](#), [Conquer Series](#) for men).

Encourage church staff to connect with Pure Desire or the Regional Group Advisor with any questions or for additional coaching and support:

- ➔ Contact Pure Desire at groups@puredesire.org.
- ➔ Contact Regional Group Advisors at puredesire.org/rga.
- ➔ Refer to the ["Developing a PD Ministry" document](#) for next steps as a church.