



Metrics and Milestones

Warriors Mass · A Fathered initiative

Draft for review · September 2026

Overview

October has no track record yet, so its targets are estimates. Recalibrate November and December once Oct 16's actual attendance and sign-up numbers are in; that single data point sets the real conversion rate this whole plan depends on. Every date named below is proposed until Father approves it.

Milestones

DATE	WHAT MUST BE TRUE	HOW WE'LL KNOW
Oct 16 (proposed; Oct 23 if it doesn't happen)	First Mass held: celebrant and hospitality confirmed, sign-ups landing on the site	Attendance and sign-up counts from that morning
Nov 20 (proposed)	Second Mass held; enough start-time data to set a fixed Mass time	Start-time data reviewed and the 5:15/5:30 decision locked
Nov 29	Decide whether the Advent test runs	Father and Chris review sign-up and attendance numbers together; see Gate 1 below
Dec 1-Dec 22 (proposed dates, at St. Francis de Sales)	Every scheduled Advent Mass runs on schedule	Attendance and hospitality tracked at each date
Late Dec / early Jan	Decide what 2027 looks like	Father and Chris review what the Advent test showed; see Gate 2 below

1. Leader Activity

Most leading

METRIC	OCT TARGET	NOV TARGET	DEC TARGET
Founding leaders recruited	5-6 by Oct 4	5-6 still active	5-6 active through the Advent cadence
Men on leaders' combined personal lists	50-100 by Oct 11	Growing weekly	Maintained; no push to grow it further
Weekly follow-up rate (a leader logs a touch this week ÷ his list size)	Tracked from Oct 5	Target 80%+	Target 80%+

2. Funnel

Reached, signed up, subscribed, attended

STAGE	DEFINITION	OCT TARGET	NOV TARGET	DEC TARGET
Reached	A leader personally invited this man	100-150	Enough to keep sign-ups growing; recalibrate from Oct's conversion rate	Maintain outreach; focus shifts to retention
Signed up	Completed the sign-up form	50-75	Set after Oct 16, using that Mass's real conversion rate. This quarter has no pass/fail line; it's a number to learn from.	Track cumulative growth from the pilot and Advent test, as a learning signal for 2027
Subscribed	Opted into a specific Mass or location	25-30 for Oct 16	Grows with each Mass added	Subscribed per date, across the Advent Masses
Attended	Showed up	15-25 at Oct 16	20-35 at Nov 20 (recalibrate from Oct)	Tracked per date; watch for drop-off across the Advent dates

3. Priest and Parish Coverage

METRIC	OCT TARGET	NOV TARGET	DEC TARGET
Celebrant + backup locked, per scheduled date	100% by the Wed gating check	100%	100% for every Advent date, confirmed at least a week ahead
Priests on the rota	1 (Oct 16)	1-2, plus confirming the Advent rota: the pastor and assistant pastor, and recruiting one backup priest from the area	Pastor and assistant pastor active each date, backup priest confirmed
Parishes running a Warriors Mass	1 (the pilot host)	1, confirmed to host Advent	1, through the whole Advent test

More parishes are a later goal, mainly to cover more days across the region. That conversation starts after the pilot, separately from the Advent test.

4. Data Quality

METRIC	TARGET
Sign-ups with work-start-time and work-area captured	100%. This is a required field, and it's what sets the 5:15 vs. 5:30 Mass time.

5. Advent Go/No-Go

Two decision points, both made by Father and Chris reviewing the numbers together.

Nov 29: does the Advent test run?

Father and Chris look at what the pilot showed: whether attendance and sign-ups from Oct 16 and Nov 20 look healthy, whether start-time data is clean enough to set a Mass time with confidence, and whether hospitality held up across both pilot dates. They also decide, with Father's input, whether Advent runs once a week or twice.

After Dec 22: what does 2027 look like?

Father and Chris look at what the Advent test showed: whether leaders kept reaching out, whether hospitality and the priest rota held up under the pace Advent ran at, and what men said in their feedback. This is also where they weigh whether another parish should join, mainly to help cover more days across the region.

Questions

Chris Dwan

Organizer, Warriors Mass