



Framework for hosting virtual Faith Builds events

Creating online experiences is a great way to engage churches and other passionate community members. The Habitat and Thrivent Partnership provides a framework and tips to help you execute a successful event.

The same engagement goals apply in both virtual and in-person environments. Each activity below—whether in-person or virtual—should be part of your intentional relationship strategy as you work toward accomplishing your local engagement goals.

Virtual Event Framework

	Plan	↓
	Prepare	↓
	Invite	↓
	Practice	↓
	Event	↓
	Follow-up	↓



Step 1: Plan

Like in-person events, virtual events must be thoroughly planned. It is important to identify a lead staff person at both Thrivent and Habitat to coordinate the event. When thinking through your Faith Builds project, decide what content would fit well in a virtual format. And be sure to define your goals or desired outcomes so you can measure success and continue to build intentional relationships.

Consider:

- Are Habitat and Thrivent both involved in the planning process?
- What are your desired outcomes from the event?
- What events fit well in a virtual format and in your community?
- Is the event part of your relationship strategy?
- What is your registration plan?



Step 2: Prepare

Virtual events are often more challenging than in-person events when it comes to ensuring a seamless and flawless experience. As a result, preparation is even more important. You want to leave a lasting impression on attendees' hearts. Prepare for your event with that in mind.

Tip time

Let's face it, you're the only person who can listen to yourself for hours. When thinking through your event content, think about different ways to engage your audience. Videos, questions for the chat, storytelling, etc., can add captivating variability to your event.

Consider:

- What is Habitat's role in the event?
- What is Thrivent's role in the event?
- What church leaders or community leaders will you involve?
- Do you have a local story to incorporate?
- Will your Faith Builds future homeowners feel comfortable sharing their story?
- Have you selected a date and time that is convenient for attendees?
- Do you have an outline and script for your presenters?



Step 3:

Invite

As a local partnership, you should have an established strategy in place to build relationships with churches, like-minded organizations and passionate community volunteers. For virtual events, consider the content of the event and invite potential attendees based on your relationship strategy.

Consider:

- What churches do you want to engage?
- How does this event fit within your relationship-building strategy?
- Is Thrivent or Habitat inviting the churches?



Step 4:

Practice

Rehearse, rehearse, rehearse. Coordinating seamless transitions between content and speakers is challenging in a virtual environment. Practicing with your presenters in advance will help you avoid choppy transitions and technology issues.

Tip time

By design, landline and cellphone speakers capture and transmit your voice and the audio around you. This includes sounds from your coffee pot, washing machine, the movement of your chair and even your hand sliding across the table. With that in mind, be sure to use a headset, ear buds, air pods or other speakers that only capture and transmit your voice.

Consider:

- Is your content engaging and the appropriate length for the time allotted for each section?
- Have you invited all presenters to the practice?
- Have you tested the technology and feel comfortable with it?
- Do you have a dedicated microphone?
- Do all presenters understand their roles and responsibilities for the event day?



Step 5: Event

The best events follow the same framework: A beginning, middle and end. Establish a captivating opening that grabs the attention of attendees. The opening also is a great way to introduce a prominent church leader or community member to help build rapport. After the intro and opening segment, move into the main content to inspire and leave a lasting impression with attendees. Finally, conclude by leaving attendees with an action step to capitalize on the energy you created during the event.



Step 6: Follow-up

The Zoom registration feature helps you track and keep in touch with attendees and those who were unable to attend the event. Be sure to follow up with both groups. Since follow-up is a key strategic piece to building your relationships, be sure to have a follow-up plan.

Tip time

Both in-person and virtual participants count toward your overall project goals. Be sure to enter all who attended your virtual event into the Name Submission Activity Log portal to receive credit. These are the required fields: First Name, Last Name, Email and State.

Questions?

Email the Habitat and Thrivent Partnership at Habitat-Thrivent@Thrivent.com.

Consider:

- How are you captivating your audience at the beginning of the virtual event?
- Does your middle section—the “meat”—drive attendees toward your desired outcome?
- Does your closing leave a lasting impression for Habitat, Thrivent and the Faith Builds project?

Consider:

- Did all attendees register?
- Have you entered their names into the volunteer submission portal?
- Do you have a follow-up strategy planned?

