**­**

Faith Builds Church  
Communication Toolkit

## Introduction

Thank you for partnering with Habitat for Humanity and Thrivent in Faith Builds. Together, we’ll help you live out your church’s ministry, engage your members, and see the miracle that happens when God touches the hearts of new homeowners and the volunteers who work alongside them.

## Instructions for church use

This toolkit makes it easy for you to spread the word about your Faith Builds throughout your church. Use the template resources found in the links below to input the details about your Faith Builds involvement. You can also use the customizable text below to add to your own church communications. Just copy and paste from the content below and customize the [text in brackets].

### Table of contents:

1. [Template resources for church use](#_Template_resources_for)
2. [Organization and program descriptions](#_Organization_and_program)
3. [How Faith Builds work](#_How_Faith_Builds)
4. [Local Faith Builds details](#_Local_Faith_Builds)
5. [Local contact information](#_Local_contact_information)
6. [Social Media post examples](#_Social_Media_post)
7. [Logo and Faith Builds graphic to accommodate messaging](#_Logo_and_Faith)

# Template resources for church use

Templated and customizable resources have been created for your use in promoting Habitat and Thrivent Faith Builds in your church. Use these items to tell your churches about the opportunities available to them to make a difference for a family in your community.

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | |  |
| [Flyer](https://www.thrivent.com/making-a-difference/files/thrivent-builds/29714N_Faith_Builds_Church_Flyer.pdf)—Share involvement opportunities for your Faith Builds with your church members to recruit volunteers. | [Bulletin Insert](https://www.thrivent.com/making-a-difference/files/thrivent-builds/29714M_Faith_Builds_bulletin_insert.pdf)—Promote involvement in your Faith Builds with your church members to recruit volunteers. | | [High-Quality Photos](https://www.thrivent.com/making-a-difference/files/thrivent-builds/Faith_Builds_photos.zip)—High-resolution photos for print or digital use. |
|  | |  | |
| [Recruitment and Sign-up Poster](https://www.thrivent.com/making-a-difference/files/thrivent-builds/26336C_recruitment_and_sign-up_poster.pdf)—Promote involvement in your Faith Builds and  capture the contact information of interested church members. | | [Engagement Guide](https://www.thrivent.com/making-a-difference/files/thrivent-builds/29714P_Faith_Builds_Engagement_And_Fundraising_Guide.pdf)—Ideas for events your church can host, including fundraising events. | |

# Organization and program descriptions

**Habitat for Humanity** is a Christian nonprofit housing organization with a mission to put God’s love into action by bringing people together to help build strength, stability and self-reliance through shelter.

**Thrivent** believes money is a tool, not a goal. Driven by a higher purpose at its core, Thrivent is committed to providing financial advice, investments, insurance, banking and generosity programs to help people make the most of all they’ve been given.

**Habitat for Humanity and Thrivent Partnership**

Together, Thrivent and Habitat for Humanity help families in need of a safe and decent place to call home. The partnership works with members of the community, who put God’s love into action by pooling their power and passion.

**Faith Builds**

Christian churches come together to raise walls, funds and prayers to build a house in partnership with a family in the local community. Impact is made by helping Habitat for Humanity build homes alongside future homeowners who then pay an affordable mortgage.

As members of [CHURCH NAME],we are called to build community inside and outside of the church. Faith Builds are a meaningful—and fun—way to answer this call.

# How Faith Builds works

* Churches commit to becoming a partner in a Faith Builds.
* Church members generously volunteer their time, choosing to help with construction or nonconstruction activities. Engagement options include:
  + Volunteer on a build day.
  + Provide lunch for on-site workers.
  + Create a welcome basket or other special items for the family.
  + Participate in ground-breaking, wall raising and dedication events.
  + Form a prayer group for the Faith Builds.
  + Engage in in-person activities and virtual activities.
  + Make a financial contribution.
    - If you are interested in contributing or helping with a fundraiser, please contact [contact name, contact information].
  + [Insert other activities you are engaging in.]
* Future Habitat homeowner contributes sweat equity to the home’s construction and pays an affordable mortgage for the home.
* After construction is complete, a family moves into a new home!

# Local Faith Builds details

* [Partner family bio]
* [Construction site info and location]
* [Date, time, location of events and activities available]

# Local contact information

For more information or to be a part of this life-changing experience, please contact:

* [NAME]
* [PHONE and/or EMAIL]
* [by DATE]

Visit our website for more information or to sign up for Faith Builds activities. [URL Here]

# Social Media post examples

Use your social media presence to help raise walls, prayers and funds by raising awareness and engagement within your church.

Here are a few suggestions for creating your own social media posts. Personalize each post with your own photos or the photos provided below. You can also add dates and times to the post to promote your specific Faith Builds event and activities.

**Before events—for recruiting volunteers**

Build with faith. Our church is partnering with Habitat for Humanity and Thrivent in a Faith Builds to help a local family build a new home. There are many ways to serve on and off the build site. Learn more at [Insert URL or contact info here].

Take your faith to the streets … [ADDRESS, CITY] to be exact. Help raise the roof, walls, funds and prayers through Faith Builds. Our church is partnering with Habitat for Humanity and Thrivent to help the [family name OR local family] build a safe, affordable home. See how you can make a difference at [Insert URL or contact info here].

Put your faith into action and help change a local family’s life. Join [CHURCH NAME] in a Faith Builds to raise the roof, walls, funds and prayers to help the [family name OR local family] build a new home through a special partnership between Habitat for Humanity and Thrivent. Find out more at [Insert URL or contact info here].

[CHURCH NAME] members: A local family needs our help. We’re partnering with Habitat for Humanity and Thrivent in a Faith Builds for the [family name OR local family]. And you can make a difference—whether you’re handy with a hammer, can make a financial contribution, or want to provide lunch for a volunteer crew. To get involved, contact [Insert URL or contact info here].

**Be part of a Faith Builds!**

Join members of [INSERT CHURCH NAME] as we come together to raise the roof, walls, funds and prayers through a Habitat and Thrivent Faith Builds. Learn more at [Insert URL or contact info here].

**After event—to recognize the impact made**

Be sure to include construction and nonconstruction photos of your church’s activity in support of your Faith Builds.

Thank you to the members of [CHURCH NAME] who helped [ACTIVITY] on [DATE], who helped raise the roof, walls, funds and prayers for the [family name OR local family] and our Habitat and Thrivent Faith Builds. Together, we made a difference!

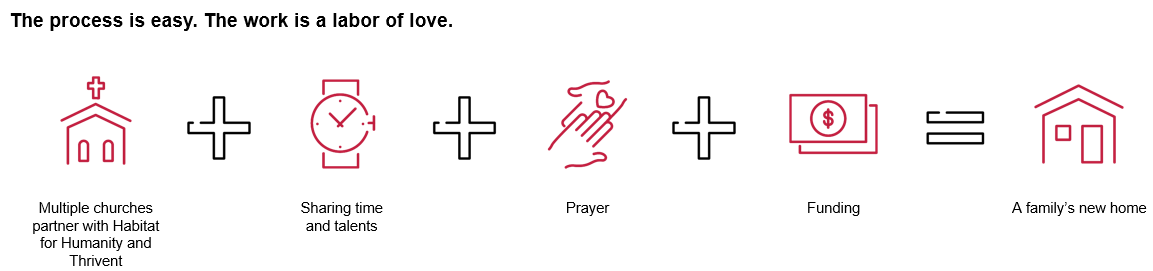
By participating in a Habitat and Thrivent Faith Builds, [CHURCH NAME] helped the [family name OR local family] come one step closer to home ownership. What’s your favorite Faith Builds construction or nonconstruction activity? How do you think you can help next? Share your comments below.

Together, we helped a family move one step closer to home ownership! [CHURCH NAME] thanks all the volunteers who helped [ACTIVITY] on [DATE]. To learn more about our Habitat and Thrivent Faith Builds, contact us at [Insert URL or contact info here].

# Logo and Faith Builds graphic to accommodate messaging

Use the visuals below to complement your messaging and engage your church in Faith Builds. Use them to create your own communications or to add content to your existing website, social media, email and print communications. Simply copy and paste or save to your computer as needed.

****



29714A R11-20