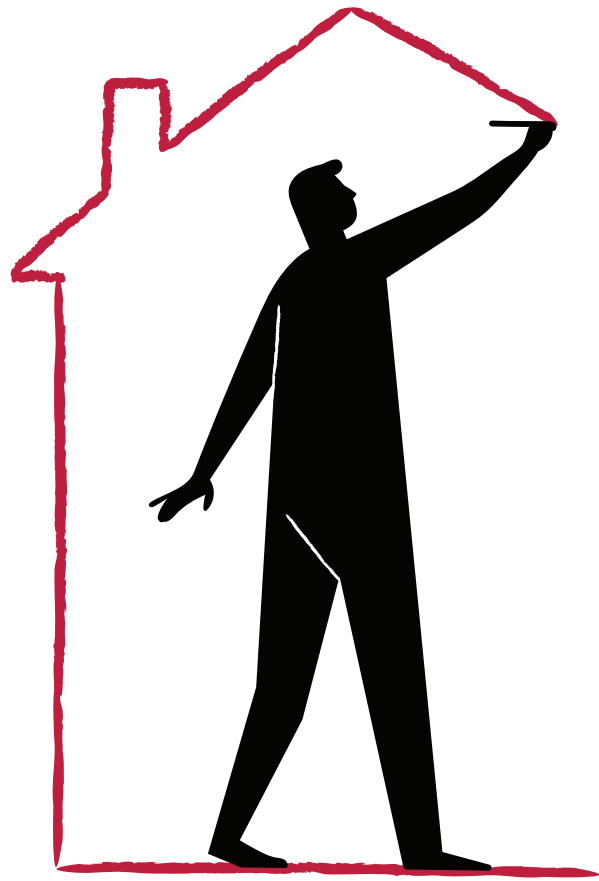




# Faith Builds Kickoff Virtual Event Toolkit







## The Faith Builds Kickoff

Holding a successful kickoff event for your local Christian community will lay the foundation for a successful Faith Builds. Your kickoff will provide an opportunity for the local Habitat and Thrivent partnership to share your missions, create excitement around your Faith Builds, and invite the community to engage in the project.

This toolkit provides a plug-and-play game plan for your event. By using this toolkit along with the [Framework for hosting virtual Faith Builds events](#), you will be able to captivate, engage and present an opportunity for your attendees to take a next step with the Habitat and Thrivent Faith Builds. Although this is designed for a virtual environment, these principles can be applied to in-person events as well.

## Part 1

### A captivating opening

Your opening sets the stage for the entire event with your audience. While welcomes and introductions are important, grab your audience's attention by sharing a captivating story relevant to affordable housing in your community.

A captivating story:

- Is personal to the speaker.
- Demonstrates the impact the partnership has had or could have on the local community.
- Builds a connection with the audience and gets them to nod in agreement.
- Should be multidimensional with the inclusion of pictures or graphics.



## Part 2

### Engage your audience

Engaging your audience in an activity will make them glad they came—and allow them to have a little fun along the way. An activity also can provide an opportunity for participants to get to know each other and increase their understanding of the housing issues facing their community.

A short game of trivia—focusing on the affordable housing crisis and how your community is responding—can be educational and fun. We've done some of the legwork for you. In our [Habitat and Thrivent Partnership PowerPoint template](#), we've included slides for a trivia game, questions and answers you can use, and ideas and resources to customize your game.



### Part 3

## Habitat and Thrivent Partnership story

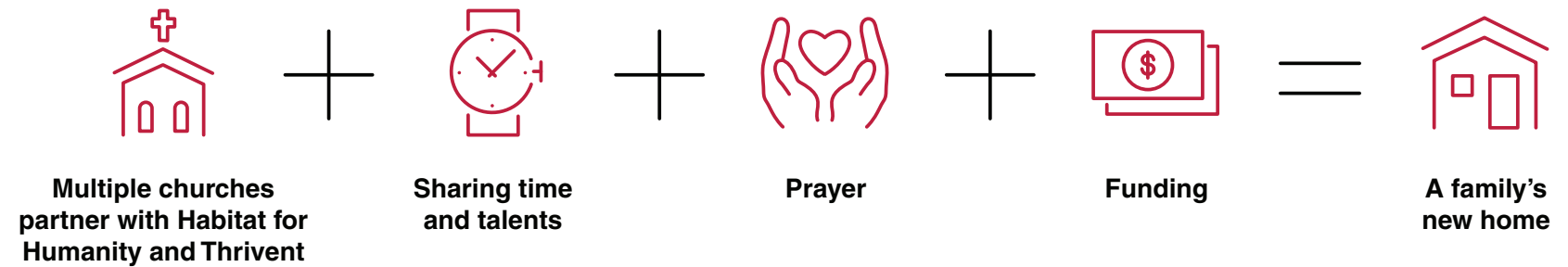
You'll want to share background stories about both Habitat and Thrivent, as well as their powerful partnership, to help improve understanding within the community and establish the trust needed to take the next step.

[Sharing the Habitat and Thrivent Partnership story](#) can be brief, yet impactful. This tool gives you a concise overview of the purpose of each of our organizations and the impact made through their partnership. Be sure to share the impact the partnership has made in your community.



### Part 4

## The Faith Builds opportunity



Thrivent has generously provided funding support for a Faith Builds in your community. Churches become part of the local Habitat and Thrivent partnership to raise a roof, funds and prayers to build a house for and with a local family.

Share the Faith Builds video ([Long](#) | [Short](#)).

Share the [Church introduction brochure](#).

Introduce the Faith Builds in your community:

- Introduce the family working toward a new home.
- Explain the goals of the Faith Builds. Emphasize the impact the project will make.
- Share where and when the Faith Builds is taking place.
- Explain how Faith Builds are an opportunity for Christians to live out their faith and clearly share “the ask” of the church or Christian group relative to this project.

Faith Builds—Call to Action

- Provide clear instructions for next steps to get involved or how to get additional information.
- Invite a pastor or church representative to share and offer up a prayer for the project and the churches as they consider this opportunity.
- Thank everyone for their time and interest.
- Send a follow-up email to all participants and those who could not attend. Recap the event, the invitation to participate and next steps. Include links to any of the materials provided as well as to a recording of the event.

## Ways to get involved



Prayer.



Build site construction activity.



Groundbreaking, wall raising, home dedication.



Family welcome basket.



Provide lunch for volunteers.



Financial contribution.



Fundraising events.

## Summary of resources

[Habitat and Thrivent Presentation](#)

[Habitat and Thrivent Partnership Story](#)

[Habitat and Thrivent Virtual Event Framework](#)

Faith Builds video ([Long](#) | [Short](#))

[Church introduction brochure](#)

