

A Guide for Local Habitat for Humanity and Thrivent Partnerships



thrivent®



Partnership Overview

Habitat and Thrivent: Aligned missions

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

Both organizations are committed to:

- Engaging the community and activating volunteers.
- Providing opportunities to improve communities by giving back.
- Increasing impact through joint efforts.

Benefits of working together

Through our mutually beneficial relationship we:

- Increase awareness and understanding of our organizations’ missions and activities.
- Impact the community by offering affordable shelter solutions.
- Build relationships with churches and the Christian community.
- Engage churches and Thrivent clients in high-impact volunteer, educational and advocacy experiences.

Habitat for Humanity

Habitat for Humanity is a global nonprofit housing organization working in local communities across all 50 states in the U.S. and in more than 70 countries. Habitat’s vision is of a world where everyone has a decent place to live. Families and individuals in need of a hand up partner with Habitat for Humanity to build or improve a place they can call home. Through financial support, volunteering or adding a voice to support affordable housing, Habitat believes everyone can help families achieve the strength, stability and self-reliance they need to build better lives for themselves.

Thrivent

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

Faith Builds Overview

Habitat, Thrivent and the greater Christian community

Faith Builds creates and cultivates relationships with churches and communities for Habitat and Thrivent by demonstrating our shared values and providing an opportunity to:

- Increase awareness and understanding of both organizations.
- Grow church relationships and connections.
- Engage the Christian community.

Faith Builds brings together Habitat, Thrivent and the local Christian community to make a real impact on the need for shelter in your community.

Through church partnerships that provide prayer, volunteers and financial support, a family will achieve strength, stability and self-reliance through an affordable new home.

Together, we accomplish more.

“Coming together with Thrivent and Habitat has afforded us the opportunity to really do a greater good than we could do on our own.”

— Pastor Mike Greenauer
Hendersonville, North Carolina



Faith Builds Overview

One Faith Builds program with two offerings: Home and Venture

Depending on your approved project, you will have the Faith Builds Home or Faith Builds Venture offering. Both offerings are communicated to churches and volunteers as Faith Builds, while the Home and Venture offerings have different requirements and goals that impact the activities of your local partnership.

Components of each Faith Builds offering:

	Faith Builds Homes	Faith Builds Venture
Funding	Thrivent contributes up to 50%.	Thrivent contributes \$15,000.
Generosity Challenge	Local Christian community raises the other 50%.	Local partnership determines financial giving goal.
Churches	Have 10 to 12 commit to contribute volunteers, financial support and prayers.	Have three to five commit to engage in the project.
Volunteers	Have 200 to 300 participants engage in the project.	Have 100 to 125 participants engage in the project.
Timeframe	Home completed within the calendar year.	Complete volunteer engagement activities within 40 days.
Thrivent financial professionals	Integrate to help engage churches and volunteers.	Integrate to help engage churches and volunteers.

Relationships Are Key

Working together leads to success

The relationship between the local Habitat office and Thrivent staff is key to a successful Faith Builds.

Key roles and responsibilities:

- **Local Habitat office:**
 - Family selection.
 - Construction management.
 - Milestone reporting.
 - Partnering with church on volunteer recruitment and activation.
- **Local Habitat office board**—Provides overall direction and strategy for the Habitat office.
- **Local Thrivent team**—Partners with the local Habitat office staff to:
 - Approach churches and generate awareness and engagement.
 - Build awareness and engagement among church members and local community.
 - Integrate local Thrivent financial professionals in the Faith Builds event activities.
- **Everyone:**
 - Pray for the mission, families and good of the community.



Tip

Because local Habitat offices and Thrivent teams are different, it's important to determine up front who will be involved and what their responsibilities will be.



Plan for Your Faith Builds

Be sure to allow enough lead time for Faith Builds projects, since you'll need time to establish relationships and agree on work to be done. **Churches typically plan the next year's activities before the end of the current year**, so be thoughtful in your timing.

Together, the Habitat and Thrivent local teams should determine what their goals are for the Faith Builds. Then craft a strategic plan for execution of the project to meet those goals.

1. Consider what you want to accomplish through your Faith Builds.

- Establish new or deepen existing church relationships.
- How and what you want to educate churches and volunteers on regarding Habitat, Thrivent and our partnership.
- How you will measure success with your Faith Builds—during and after the project.
- Who in the local partnership is best positioned for which tasks and responsibilities.

2. Align on strategy to approach the Christian community.

- Share your knowledge of the **local Christian community**. What churches or denominations are present in your area, and do they have a history of working together?
- Consider the **uniqueness** of each church. How do things like the church size, staff roles, mission focus and relationship history, play into their Faith Builds involvement?
- Define the value proposition that your Faith Builds project will bring to local churches and how to authentically communicate it.
- For Venture, consider Christian organizations to engage in the project.
- Discuss how to introduce the local **Thrivent team** and Thrivent's mission to the Habitat staff and board, Habitat ReStore staff and volunteers. Also discuss the work that Habitat has done to impact the local community and its mission and vision.

Plan for Your Faith Builds

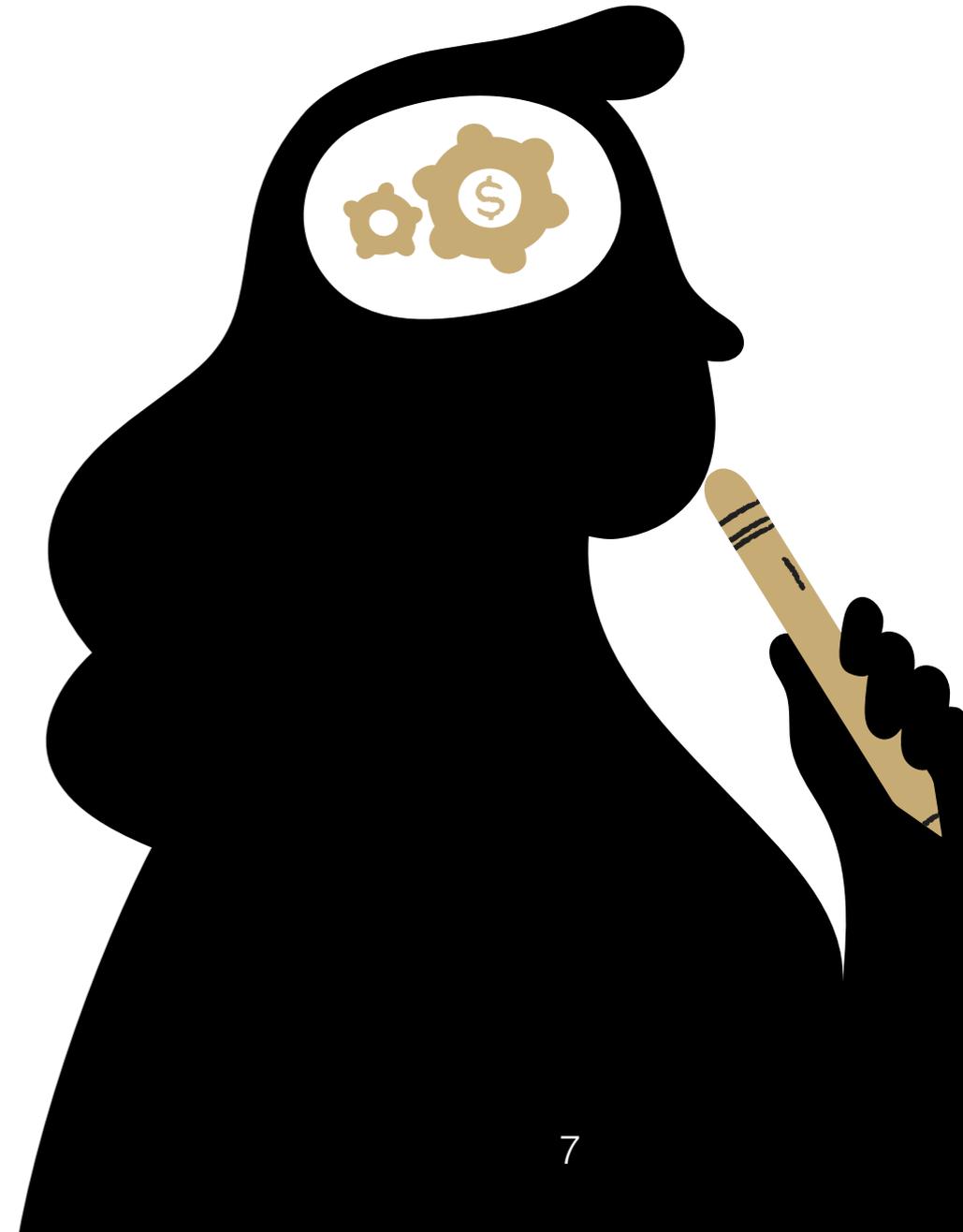
3. Align on church approach tactics.

- Develop a list of **churches and organizations to approach**, determine who will approach them and how to do so. Determine the number you will need to approach to reach your involved and engagement goals (e.g., 10 to 12).
- Determine how you'll introduce the **Faith Builds Generosity Challenge** to churches. Remember, the Generosity Challenge of 50% of the home cost is a part of the **Homes** offering, while the Generosity Challenge is determined by the local partnership in the **Venture** offering.
- Determine **who you'll connect with** at the church and how you will approach that person or group to begin the Faith Builds discussion. Because churches of all sizes can participate, this is an ideal opportunity for smaller churches with fewer resources to get involved.
- Determine whether Habitat, Thrivent or both organizations should **approach the church**, based on already-established relationships, and who should lead the discussion.
- Follow-up with churches as your conversations become commitments. Be the partner that churches need to engage in Faith Builds.



Tip

Don't underestimate the church community. Keep faith at the center of a Faith Builds. Expect amazing things to happen.



Plan for Your Faith Builds

4. Decide what to ask the churches to commit to.

Determine the specific engagement activities the church will participate in.

Although the Habitat office is ultimately responsible for raising the outstanding home cost, Thrivent and Habitat will partner on engaging churches to contribute to the Faith Builds Generosity Challenge.

Faith Builds Homes Generosity Challenge: Churches committed to the Faith Builds project are challenged to raise funds to match what Thrivent contributes toward the home.

Faith Builds Venture Generosity Challenge: Provides a way to engage communities with newer relationships. Think about setting a Generosity Challenge goal that provides additional ways for the community to engage, but doesn't make it too difficult to do so.

Ultimately, as the church relationship evolves over time, so will the churches' ability and willingness to contribute financially.

5. Clarify roles and execute tactics within your local partnership.

Decide who will do what and when.

- Team communication and collaboration.
- Meeting frequency.
- How to measure progress on your Faith Builds and work collaboratively to accomplish goals.

Create a promotion and communication plan to communicate with churches, church members, Thrivent clients and the community.



Tip

Consider how each church may be able to commit to the Faith Builds project knowing a variety of factors can affect the financial and volunteer capacity of each church.

Engage Your Christian Community

Share knowledge of the local Christian community



Churches: What is the history of churches partnering on projects and their willingness to work together? How will a Faith Builds support the mission of the church? How do churches engage the community now?



Christian organizations: What are some Christian organizations that are interested in doing community service?



Nonprofit landscape: How many established organizations exist? Are smaller ones popping up? What causes do they support? How engaged are their volunteers?



Community volunteer culture: Do people prefer to engage in hands-on activities or make monetary donations? How far will they travel to volunteer?

Learn from your Christian community

- Ask the churches what advice they may have for Habitat and Thrivent as we approach the faith community with this opportunity.
- Consider the uniqueness of each church. How do things—such as the church size, staff roles, mission focus and relationship history—play into their involvement?
- Learn how churches have engaged the community in the past and how they would like to do so in the future.
- Discuss how the churches want to be supported and empowered by the local partnership to engage in the Faith Builds project and be provided with a great experience.
- Consider creating a Faith Builds committee to provide a deeper way to engage the ministry leader or church pastor.

Engage Your Christian Community

How churches benefit from Faith Builds

- Helping a family build their home is a concrete way to put faith into action.
- Availability of construction and nonconstruction volunteer opportunities.
- Each Faith Builds partner often experiences a deep sense of community within a church when building a home alongside a future Habitat homeowner.
- Volunteers can meet and develop friendships with people from their own church and churches across town.
- Connection created with Habitat and Thrivent at the local level for continued engagement opportunities.
- Churches that have never worked together have the potential to build communities. In fact, they may decide to worship or work together and may learn from one another how to advance their church missions.

Make the right connections

Talk to the right people at each church. Consider starting with church leadership, members of the stewardship committee and communications people. It takes persistence and personal visits to find and make authentic connections with people who have a heart for Habitat and interest in the Faith Builds project. Consider the benefits of identifying a “church champion” who will be the primary contact and driving force for Faith Builds at the church.

How to ask for involvement

Asking for funding can be uncomfortable for many people. Never enter a conversation by begging a church for help. Focus instead on inviting churches to prayerfully and generously join you in the Faith Builds journey.

Discuss ways to raise awareness about the project within each church. Churches that introduce their members to Habitat for Humanity and build excitement for the project have the best engagement. The more you touch the hearts of church members and help them understand how home ownership can change lives, the more likely they are to be generous.

This is an opportunity for churches to live their mission by engaging their members, building fellowship and witnessing the power of homeownership.

Churches have multiple ways to get involved in the Faith Builds project through volunteering, giving and prayer to fit their capacity and capability.



Tip

- Share how Faith Builds aligns with church missions and engages the community.
- Explain the family selection process and the concepts of affordable mortgages and sweat equity to each church.

Volunteer and Engagement Opportunities

Faith Builds should focus on making volunteer days available to churches that have committed to the project. And although construction is a big part of a Faith Builds project, be sure to let churches and Thrivent clients know there are many ways to make a difference, on and off the build site.

Be creative in how you engage volunteers. In most cases, experience is not required for construction activities. There are many ways for people of different skill sets and physical abilities to get involved. When partnering with multiple churches and organizations within the community, it may be helpful to leverage virtual engagement activities to keep everyone involved and enhance the Faith Builds experience.

In light of the health and safety concerns arising from the COVID-19 pandemic, in-person engagement may be temporarily restricted or unavailable. Be sure to plan events that follow Habitat for Humanity International's volunteer recommendations as well as local, state and federal health and safety guidelines.



Construction activities:

- Wall building
- Siding
- Hanging dry wall
- Roofing
- Painting
- Laying flooring
- Site prep and cleanup



Nonconstruction activities:

- Prayer circles or networks
- Fundraising
- Awareness building
- Volunteer recruitment
- On-site worship service
- Groundbreaking, wall-raising and home dedication celebrations
- Providing lunch and snacks
- Clergy kick-off event
- Volunteer appreciation



Virtual engagement activities:

- Meet and greet with homeowner family
- Virtual build site progress tour
- On-line fundraising events and auctions
- Volunteer and supporter appreciation
- Virtual prayer circle
- Construction milestone celebrations

Volunteer and Engagement Opportunities

Local community and Thrivent clients

- 1. Work with Thrivent financial professionals to promote Faith Builds events.** Invite them to lead events that can benefit the churches and other participants in the program.
- 2. Work with the Thrivent Member Network to promote Faith Builds events.** Increase awareness and involvement in supporting the build.
- 3. Notify the local community and Thrivent clients of specific Faith Builds events.** Celebrating milestones, virtual engagement, fundraising, educational events and using of Thrivent membership benefits are all ways to enhance engagement.
- 4. Engage the local community and Thrivent clients through community events.**
 - **Invite** them to a Habitat ReStore volunteer day or donation drive, or to activities and events supporting the Faith Builds.
 - **Encourage** clients with membership to use Thrivent Action Teams to support the build by:
 - Providing lunch for on-site volunteers.
 - Fundraising for the local Habitat office and the families it serves.
 - See more ideas at thrivent.com/actionteams.



Tip

Thrivent Action Teams may be used to support Faith Builds and raise funds to support the cost of the home. (Donations should be made payable to the local Habitat office.) Clients with membership cannot use Thrivent Action Team proceeds to buy materials for the Faith Builds home.



Program Support and Administration

Faith Builds provides local partnerships with a unique opportunity to engage the local community and build relationships that last. The Habitat and Thrivent Partnership team provides guidance and support for your Faith Builds project.

See the [resources page](#) for guidance on:

- Affiliate requirements, terms and conditions including milestone requirements and funding details.
- Project reporting requirements for Habitat including instructions and website reporting tool access.
- Volunteer name and information submission guidance and website access for Habitat.

Our team also provides support by:

- Hosting quarterly Faith Builds Forums (video conferences) that:
 - Facilitate peer learning and exchange of ideas.
 - Share timely information regarding Faith Builds progress and requirements.
 - Address needs and questions from local partnerships.
 - Provide relevant and useful information and resources to help make the most out of the Faith Builds opportunity.
- Sending quarterly affiliate newsletters (email delivery) that include:
 - Reminders of milestone due dates and program requirements.
 - Relevant information about the Faith Builds program.
 - Consistent updates on current happenings and organization information.
 - Delivery of uniform and consistent guidance and information to local partnerships.

Contact our partnership team with questions, successes or any needs at habitat-thrivent@thrivent.com.

Program Support and Administration

Making the most out of your Faith Builds requires using the promotional and engagement resources that the partnership team provides. Think about the Faith Builds experience from the perspective of the church leadership and volunteers before, during and after the volunteer opportunities that you provide.

By taking advantage of the collateral on the [resources page](#), you are able to:

- Approach and gain commitment from churches.
 - Church approach piece
 - Kick-off invite
 - Video
 - Presentation
- Recruit volunteers from congregations.
 - Church communication tools for church leaders
 - Flyer, bulletin insert, video
 - Presentation
- Build awareness in the community.
 - Affiliate media and public relation tools
- Build awareness and engage with volunteers during activity.
 - Activity signage
 - Give away items for purchase
- Thank churches and volunteers for their participation.
 - Certificate of appreciation
 - Postcard
- Introduce “next step” activities to continue engagement and relationship building beyond the Faith Builds.
 - Invite to other events
 - Educate on our organizations and our partnership
 - Continue the good work

Check the resources page regularly for updated material

Contact our partnership team with questions, successes or any needs at habitat-thrivent@thrivent.com.