A GUIDE FOR LOCAL HABITAT AND THRIVENT PARTNERSHIPS
PARTNERSHIP OVERVIEW

Habitat and Thrivent: Aligned missions

Habitat for Humanity and Thrivent are on a journey to engage with churches that want to do good in their community.

Both organizations are committed to:

• Activating volunteers.
• Strengthening communities.
• Doing more good together.

Benefits of working together

Our similar missions create a great opportunity to:

• Increase awareness of our organizations’ missions and activities.
• Impact the community by helping provide shelter solutions.
• Build relationships with churches and their members.
• Engage churches and Thrivent members in high-impact volunteer and advocacy experiences.

Habitat for Humanity

Habitat for Humanity is a nonprofit Christian housing ministry seeking to eliminate substandard housing and homelessness from the world. Our mission is to put God’s love into action by bringing people together to build homes, communities and hope.

Thrivent

Thrivent is a membership-owned diversified financial services organization that serves Christians and their families, helping them be wise with money so they can live more content, confident and generous lives.
FAITH BUILDS OVERVIEW

Habitat, Thrivent and local churches

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

- Increase awareness of both organizations.
- Grow church advocates.
- Engage members.

Faith Builds bring together Habitat, Thrivent and local churches 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 build a 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

Make the connection

Faith Builds provide authentic connections to church leaders and church attendees in your community.
FAITH BUILDS OVERVIEW

How do Faith Builds work?

- A local Habitat office and Thrivent team work together to develop strategies to:
  - Approach potential church partners and generate awareness and engagement among them.
  - Involve and engage church members on and off the build site.
- Faith Builds Generosity Challenge:
  - Thrivent covers up to 50% of the home cost.
  - Churches are challenged to raise the remaining 50% of the home cost. Habitat has final responsibility for completing the home and raising needed funding.
  - The amount of church involvement and commitment is determined by the local partnership.
- Habitat office:
  - Signs House Sponsorship agreement.
  - Submits Faith Builds Congregational Commitment Summary and volunteer names.
  - Completes and submits monthly and final project reports.
  - Covers the outstanding home cost and completes home construction on time.
- Churches:
  - Provide volunteers to build a house in partnership with a local family.
  - Coordinate faith activities, like prayer, for the volunteers and work being done.
  - Make a financial commitment, based on their ability to give.

The process is easy. The work is a labor of love.

Multiple churches partner with Habitat for Humanity and Thrivent + Sharing time and talents + Prayer + Generosity Challenge = A home for a family
RELATIONSHIPS ARE KEY

Working together leads to success

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

Key roles and responsibilities:

- **Local Habitat office:**
  - Family selection.
  - Construction management.
  - Milestone reporting.
  - Partners with church on volunteer recruitment.

- **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.

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**TIP**

Because local Habitat offices and Thrivent teams are composed differently, 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 team should determine what their goals are for the Faith Build. Then craft a strategic plan for execution of the Faith Build to meet those goals.

1. Align on church approach strategy

   - 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?

   - Discuss how to introduce the local **Thrivent team** and Thrivent’s mission to the Habitat staff and board, ReStore staff and volunteers.

See [Resources section](#) for useful tools.
PLAN FOR YOUR FAITH BUILDS

2. Align on church approach tactics

- Develop a list of churches to approach, determine who will approach them and how to do so. Determine the number of churches you expect to participate in the Faith Builds (e.g., 10 to 12).
- Determine how you’ll introduce the Faith Builds Generosity Challenge to churches. Clarify the roles of Thrivent, Habitat and churches.
- 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 if Habitat, Thrivent or both organizations should approach the church, based on already-established relationships, and who should lead the discussion.

TIP

Don’t underestimate the church community! Keep faith at the center of a Faith Build. Expect amazing things to happen.
3. Decide the ask and commitment of churches

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.

- Determine the financial commitment of the involved churches, such as a set commitment amount, no minimum, etc. (Note: Fundraising activities will help increase engagement and support for your Faith Builds.)

For example: If the estimated home cost is $120,000 and you expect 12 churches to participate, each church must raise an average of $5,000, to cover 50% of the home cost. Ultimately the ability and willingness of churches to contribute financially correlates with the evolution of church relationships over time.

4. Clarify roles and execute tactics

Decide who will do what and when.

- Team communication and collaboration.
- Meeting frequency.
- How to measure success and hold one another accountable for activities.
- Call and in-person cadence/schedule.

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

TIP

Consider how each church may be able to commit to the Faith Build knowing a variety of factors can affect the financial and volunteer capacity of each church.
ENGAGE WITH CHURCHES

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?

- **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 and about churches

- 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?
ENGAGE WITH CHURCHES

How churches benefit from Faith Builds

• Helping a family build their home is a concrete way to put faith into action.
• Construction and non-construction volunteer opportunities.
• Faith Builds partners often experience church-wide revitalization.
• Volunteers can meet and develop friendships with people from their own church and churches across town.
• 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 Build. Consider the benefits of identifying a “church champion” who will be the primary contact and driving force for the Faith Build at their church.

The involvement ask

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 journey of the Faith Builds.

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 members, building fellowship and witnessing the power of homeownership.

TIP

Share how the Faith Builds align with church missions and engage the community. Explain the family selection process, and the concepts of affordable mortgages and sweat equity to each church.
VOLUNTEER AND ENGAGEMENT OPPORTUNITIES

Church Members

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 Build, be sure to let churches and Thrivent members 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.

Construction Activities:

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

Other Activities:

- Prayer circles or networks
- Fundraising
- Awareness building
- Volunteer recruitment
- On-site worship service
- Ground breaking, wall raising and home dedication celebrations
- Providing lunch and snacks
**VOLUNTEER OPPORTUNITIES**

**Thrivent Members**

Swinging a hammer isn’t the only way to engage members! Here are a few other ideas:

1. **Work with the Thrivent Member Network to promote Faith Builds events.** Increase member awareness and involvement in supporting the Faith Build.

2. **Notify Thrivent members of specific Faith Builds events in their community.** Thrivent members who belong to a participating church will have a unique opportunity to participate in the build and share their story.

3. **Engage Thrivent members through community events.**
   - **Invite** them to a ReStore volunteer day, donation drive or to activities and events supporting the Faith Build.
   - **Encourage** them 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](http://Thrivent.com/ActionTeams).

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**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.) Members cannot use Thrivent Action Team proceeds to buy materials for the Faith Builds home.
VOLUNTEER OPPORTUNITIES

There will be many opportunities for Faith Builds activities. These might include:

- Faith Builds kick-off pastor breakfast.
- Ground-breaking event.
- Wall-raising event.
- Home dedication event.
- Volunteer appreciation event.
- Other events.

Consider what kind of events and volunteer activities could take place that would uniquely engage churches and the community in your Faith Build.
PROMOTION AND RECRUITMENT RESOURCES

Resources added and updated regularly

See available resources at Thrivent.com/HabitatResources on the Faith Builds tab.

- Media and PR
- Church communication tools
- Volunteer recruitment
- Fliers and bulletin inserts
- Postcards
- Build site signage