



thrivent®

Faith Builds Project Milestone Engagement Virtual Event Toolkit



Virtual Faith Builds Project Milestone Engagement

With today's in-person event restrictions, engaging the Christian community in Faith Builds events can be challenging—but certainly not impossible. With a little creativity and the help of common technology, these events can still engage those you wish to reach and even expand the reach of in-person activities.

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 equipped to captivate and engage your audience.

! Tip time

Be sure to enlist support and planning from the churches with which you are partnering. Providing speaking role opportunities for church members and leaders can increase event participation. So can asking a pastor to provide a blessing, or a church member to highlight a fundraising event via their church members.



Part 1

Extend an enticing invitation

As a Thrivent and Habitat partnership, work hand-in-hand to plan the event and determine your invitation distribution list, based on your Christian community and church partners.

The invitation should recognize Thrivent and Habitat as co-hosts for the event. Clearly state the purpose for the event and draw your audience in to learn more. Communicate why it's important for them to attend.

Your invitation should give recipients the ability to register online for the event and add it to their personal calendars. Be sure to capture the information necessary for the participant name submission process. Invite recipients to share the invitation within their community.



Tip time

- Create a quick intro and invitation video to send out with your email invitation. Give recipients a sneak-peek into the event and build excitement.
- Provide a Habitat and Thrivent Faith Builds T-shirt to all who register.



Part 2

Deliver an engaging event

Can you deliver an engaging event in 30 minutes? As you plan your agenda, respect your audience's time. Make the most of it, focusing on the goals for the event. Key components for an engaging and captivating event include:

- Co-host the event as a partnership of Thrivent and Habitat.
- Open with a bang with a personal story that is related to the purpose of the event.
- Switch up activities in your agenda every 7 – 10 minutes to hold your audience's attention.
 - Use interactive features, like Polls and Chat and Breakout Rooms.
 - Include church representatives in event presentations.
 - Integrate mixed media—photos and video.



Tip time

- Hold a safe in-person groundbreaking ceremony and include a video in your virtual event.
- Distribute Faith Builds T-shirts and encourage participants to wear them to the virtual event.
- Deliver studs to participating churches prior to the event and encourage members to sign them, delivering prayers and good wishes for the homeowner family.



Celebrate

Have fun! This is your opportunity to celebrate the:

- Homeowner family.
- Volunteers.
- Churches involved.
- Habitat and Thrivent Partnership.
- Gift in kind partners.
- Impact made in the community.

! Tip time

- This is a great opportunity to share stories of the impact of the Faith Builds. Invite your passionate supporters to share.
- Use this time together to grow in community. Does a family member, community member or volunteer have a special talent you could integrate into the program?
- Lift up all involved in the partnership in prayers of gratitude and celebration.

Call to action

This is your opportunity to provide clear instructions for next steps to get involved or get additional information. Participants should leave the event knowing what is expected of them. Send a follow-up email to all participants and those who could not attend, recapping the event and next steps. Remember to include appropriate links and a recording of the event.

! Tip time

Now is a great time to promote a non-build activity they can engage in. Coordinate a "Fill the Pantry" campaign with participating churches. Each church will be assigned a type of pantry item to collect for the new homeowner family.



Ways to get involved



Prayer.



Groundbreaking, wall raising, home dedication.



Provide lunch for volunteers.



Fundraising events.



Build site construction activity.



Family welcome basket.



Financial contribution.

Summary of resources

[Sharing the Habitat and Thrivent Partnership Story](#)

[Framework for Hosting Virtual Faith Builds Events](#)

[Faith Builds Kickoff Virtual Event Toolkit](#)

