



thrivent®

# Habitat and Thrivent Faith Builds

Marketing Tutorial  
2021 Program year

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[Link to video recording of  
marketing tutorial](#)

# Faith Builds overview - offerings and expectations

## **Habitat, Thrivent and the greater Christian community**

- Increase awareness and understanding of both organizations.
- Grow church relationships and connections.
- Engage the Christian community.
- Help a family build a home.

## **Faith Builds Home**

- 10 - 12 churches
- 250 - 300 volunteers



## **Faith Builds Venture**

- 3 - 5 churches and Christian organizations
- 100 - 125 volunteers

# In-person volunteer guidance due to COVID-19

## **Habitat and Thrivent guidance as of December 2020**

- In-person build events should only occur with regular, skilled volunteers who contribute more than 8 hours or more per month
- Thrivent can not host in-person events including volunteer events
- Follow all local and state guidance regarding in-person gatherings
- Note: This guidance is posted on MyHabitat and My Work - Community Engagement

## **How to meet program expectations during these unique times**

- Virtual volunteering and events
  - Kick-off events for church leadership
  - Meet and greet with future homeowner family
  - Online auctions or other fundraising
  - Using a video feed of ground-breaking, wall raising, dedication and other regular volunteer events

Names submitted for virtual events count toward your goals!

# Resources Page

## [Thrivent.com/habitatresources](https://www.thrivent.com/habitatresources)

### “Faith Builds” tab

- + Church Engagement Guides
  - Faith Builds Guide

- + Marketing & Communications
  - Co-branded partnership collateral

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Advice | Investments | Insurance | Banking | Generosity

Home > What We Offer > Generosity > Habitat and Thrivent Resources

# Habitat and Thrivent Resources

This resource center is full of informational, promotional and administrative tools to help you in your leadership position within the Habitat and Thrivent partnership.

Simply select from the tabs below

Find resources specific to each Habitat and Thrivent partnership program, or search for files by resource type. Items that apply to multiple programs can be found in each applicable program.

800-847-4836  
Contact us →  
FAQs →

Faith Builds Worldwide Search

- + Partnership Resources
- + Church Engagement Guides
- + Marketing & Communications
- + Volunteer Management

# Planning for Marketing and Communication

## Answer the question: “What does success look like?”

- Creating community impact through affordable housing
- Relationships to start and strengthen
- Which churches to approach and engage
- Creating community awareness
- Other goals

## Faith Builds Guide

- Habitat and Thrivent Partnership
- Faith Builds overview
- Importance of relationships
- Planning for Faith Builds
- Engaging with churches
- Volunteer opportunities
- “Church Champion”



# Partner on church approach and engagement

## Work together to gain commitment from local churches

- What churches to approach; church coalitions to form
- Number of churches to approach to get the expected number involved
- How to approach/engage - pulpit talks, meet the family, etc.
- Earlier is better!

## Resources provided:

- Church Introduction Flyer
- Clergy kick-off event invite
- Faith Builds video
- PowerPoint Presentation



# Resource use examples - church approach and engagement

## How to utilize provided collateral with churches:

Example: [Clergy kick-off event flyer](#)

- Fill out fillable fields with your event details and contact info
- Share in-person or electronically

Example: Faith Builds videos

- Share with church leaders to energize them about Faith Builds
- Play video at church meetings, share in email, virtual or in-person



**You're Invited to a Faith Builds Event!**



Join [me/us] for [NAME OF YOUR special event] [DAY, DATE].


**See the miracle of your ministry in action**  
Learn how you and your local Christian community can put your faith into action by partnering with Habitat for Humanity and Thrivent in a Faith Builds event.  
Faith Builds provides an opportunity to live out your faith by raising walls, funds and prayers to help families achieve strength, stability and self-reliance through affordable homeownership.

**Please mark your calendar:**  
Day, Date  
Time a.m./p.m.  
Location  
Address  
City, State ZIP

**Hosted by [e.g., Habitat/Thrivent staff]:**  
Name, Title  
Name, Title  
Name, Title  
Name, Title

**Please reserve your spot by [RSVP deadline].**  
Call [name] at [phone] or email [name@email.com].  
[I/We] hope to see you there!

 **Habitat for Humanity**  **thrivent**



# Equip churches for communication

## Equip churches to communicate Faith Builds with their members

- A key contact at churches (Church Champion) can be helpful in engaging churches more effectively
- Help the church think of creative/fun ways to share the message
- Promote virtual activity

## Church Communication Toolkit

- Bulletin Insert
- Flyer
- Awareness and fundraising guide
- Poster
- Messaging for website, social media, announcements






# Resources use examples - equip churches for communication

## Faith Builds Church Communications Toolkit

- The “one stop shop” for church communications
- Templated resources and messaging



## 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 create or add to your own bulletin inserts, emails, event website content, social media engagements or other communications. Just copy and paste from the content below and customize the [text in brackets] to make the communication your own.

### Table of contents:

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

# Community and Thrivent client awareness

## Reach beyond the church

Faith Builds are interesting and newsworthy activity. Take advantage of the opportunity to share the good news!

- Community Awareness
- Branding for Habitat and Thrivent
- Client engagement

## Resources provided:

Affiliate Media and Communications Toolkit

Storefront Postcard

Email Playground template



# Collateral use example - community and Thrivent client awareness

## The power of the press!

### Affiliate media and communications toolkit

- Press Releases
- Media advisories
- Social Media
- Partnership logo

## Take full advantage of the Faith Builds opportunity! Raise the profile of both Thrivent and Habitat by utilizing PR resources:

- Press releases distributed to showcase build progress and community involvement
- Media advisories to invite local outlets to cover events and share the Faith Builds message.

[Affiliate logo here] **thrivent**

**MEDIA ADVISORY**

CONTACT: [Affiliate name]  
[Contact person]  
[Contact information]

[Local Habitat office] and Thrivent to dedicate home in [area/city/neighborhood] alongside new Habitat homeowner

WHAT: On [Date], [a/an] [city/neighborhood] family will celebrate the completion of their new home, which was built by volunteers of multiple local Christian churches as part of the Habitat for Humanity and Thrivent partnership. Started in 2005, this national partnership between Habitat and Thrivent focuses on helping families build strength, stability and self-reliance through affordable housing.

Join [affiliate name], [insert guests], [insert Thrivent contact] and a crew of volunteers to celebrate this joyous occasion.

WHO: [Name], [title], Thrivent Financial  
[Name], [title], [local Habitat for Humanity]  
[Name], Habitat homeowner  
[Add description of other volunteers, ex. church members, Thrivent members, etc.]  
[List Christian churches involved as appropriate]

WHEN: [Date] – [Time, from to from, if applicable]

WHERE: [Name of Location]  
[Street Address], [City, State and Zip Code]

[Insert affiliate boilerplate]

**About Thrivent**  
Thrivent is a not-for-profit financial services organization that helps Christians be wise with money. As a mission-driven, membership-owned organization, it offers its more than 2 million members and customers a broad range of financial products, services and guidance to help them obtain a life of contentment, confidence and generosity. Thrivent and its subsidiary and affiliate companies offer insurance, investments, banking and advice over the phone, online as well as through financial professionals and independent agents nationwide. Thrivent is a FORTUNE 500 company with \$134 billion in assets under management/advisement (as of 12/31/18). For more than a century it has helped Christians make wise money choices that reflect their values while providing them opportunities to demonstrate their generosity where they live, work and worship. For more information, visit [Thrivent.com](http://Thrivent.com). You can also find us on [Facebook](https://www.facebook.com/thrivent) and [Twitter](https://twitter.com/thrivent).

###

[DELETE THIS BEFORE SENDING] Instructions: Fill out this media advisory as completely as you can and provide ahead of time to the media outlets you would like to cover your event. Having media coverage at your volunteer

# On-site branding and engagement

## Increase understanding through a great volunteer experience

Branding does not end after you get volunteers to commit and show up

- Give participants something to take away
- Leave an impression by sharing the Habitat and Thrivent Faith Builds story

## Resources provided:

- Faith Builds sign template
- Branded t-shirts
- Sharing the Habitat and Thrivent partnership story

## Note: You can be creative with shirt distribution

- Drive by pick-up for t-shirts
- Deliver shirts to churches for distribution



# Collateral use examples - On-site branding and engagement

## Share the Habitat and Thrivent story

- Share who Habitat and Thrivent are
- Church partnership
- Make the message local and personal

## Resource provided:

- Sharing the Habitat and Thrivent partnership story
  - Organizational descriptions
  - Faith Builds messaging
  - Program figures



### Use of this piece

At each event and activity associated with your Faith Builds, you'll have the opportunity to share the Thrivent and Habitat partnership story. This piece is designed to equip both Thrivent and Habitat staff to tell an impactful story and accurately represent both our organizations. Use the below content to create your message and include:

1. Introduce yourself – your name, title, and role in the partnership
2. Thank the audience for being part of the Faith Builds
3. Integrate a personal story about your involvement and any impacts Faith Builds have had, or will have, locally and to the partner family
4. Pull from the content below to share about our organizations and partnership

### 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

Thrivent believes that 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 and Thrivent Faith Builds

- Habitat and Thrivent partner with Christian churches in communities across the U.S. to help build homes alongside families who pay an affordable mortgage for the home.
- 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.

### 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. We work with members of the community—who put God's love into action by pooling their power and passion.
- Families work alongside Habitat, Thrivent clients, churches, and other volunteers to help build or rehab a home to build strength, stability, and self-reliance.
- From the partnership's inception in 2005 Thrivent and Thrivent clients have contributed more than \$287 million and more than 6.2 million volunteer hours to Habitat to provide safe, decent, and affordable housing for thousands of people.
- Thrivent remains one of the largest non-governmental supporters of Habitat for Humanity. See the [Fact Sheet at Thrivent.com/HabitatResources](#) for more information.


# Thank you emails for volunteers and survey


## Automated email communication and feedback opportunity:


- Consistent “Thank you” to recognize participants effort and impact in Faith Builds
- Three question survey to get feedback on experience
- Process is completed by the Habitat and Thrivent Partnership team



Subject: Thank you for joining us!  
Pre-Header: Habitat for Humanity and Thrivent are grateful for your participation.

 **Habitat**  
for Humanity

 **thrivent**



Thank you

By participating in Habitat for Humanity and Thrivent Faith Builds, you made a positive impact in the lives of others. We appreciate your efforts and your heart for housing affordability in your community.

Together, Thrivent, Habitat, and YOU help families in need of a safe and decent place to call home.

### Tell us about your experience





Take our three-question survey to help us make improvements to ensure a great experience for future participants.

[Take Survey](#)

**thrivent**

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# Final Thoughts

## Keep these things in mind when planning and executing your Faith Builds

The value of the Habitat and Thrivent Partnership:

- Leverage one another's networks
- Joint brand recognition to increase reach and engagement
- Tap your local Christian community

## Coordinate your efforts:

- Who does what
- Timing of communication activities
- Other events/activities happening in the community
- Gauging effectiveness

## Resources:

- Each other – lean on the strengths of each person in the local partnership and their networks
- Local media contacts – more relationships to build
- [Thrivent.com/Habitatresources](https://www.thrivent.com/habitatresources)
- Habitat and Thrivent Partnership team – we are here for you!
  - [Habitat-Thrivent@Thrivent.com](mailto:Habitat-Thrivent@Thrivent.com)

# Thank You

