



# STAND COURAGEOUS

## LIVE STREAM - HOST KIT

Dear Host/Ministry Leader/Pastor:

Thank you for your interest and willingness to participate in and host the Stand Courageous Men's Conference - Live Stream Event. We want to provide resources to help assist you as you prepare for and host this special event on Saturday, August 15<sup>th</sup>, 2020. Whether you are hosting a few men at your home or hundreds in a larger facility, we want this kit to be a helpful resource.

We have created this host kit as a step-by-step guide on best practices and helpful tools on how to host the Live Stream Event, including templates to invite men to your event and other materials for you to utilize to promote and successfully host this event.

Here is an outline of the items covered in this kit:

➤ Invite Others: How to Promote your Live Stream Event.....	2
➤ Event Registration & Onsite Check-In.....	3
➤ Communication to Attendees.....	4
➤ Event Schedule.....	5
➤ How to Host the Live Stream.....	6
➤ Post-Event Feedback.....	8

We want to provide you with the necessary tools and information you could use to host this event. Whether you are hosting the Live Stream Event as a small group in a home or as a men's ministry or community outreach event with a larger group, we are already lifting each man who participates and this event up in prayer for God to do an incredible work in the life of every man who attends.

Ultimately, you can apply your own creativity and direction for these areas outlined in this kit. This is not a "one-size-fits-all" event. Feel free to do what you believe will work best for your event based on where you are and who is with you. For any question or additional information, please do not hesitate to call our registration team: 1-800-225-4008 | M – F | 8:30 AM – 5:30 PM ET.

We eagerly await with a sense of expectancy to see what God will do when we gather together in your community for this Stand Courageous Men's Conference.

From all of us at Stand Courageous, thank you and God bless.

Stand Courageous Team

[www.StandCourageous.com](http://www.StandCourageous.com)

*"Be on your guard; stand firm in the faith; be men of courage; be strong." - 1 Corinthians 16:13*



STAND COURAGEOUS

## How to Market & Promote your Live Stream Event

---

We invite every man to be a part of our Stand Courageous Men's Conference through this special, all-new Live Stream. The Live Stream Event on August 15<sup>th</sup> is intended to bring men together across the country to see and hear from God in unity: in homes, churches, or any other location. Any church, ministry, or group can host or participate in this Live Stream Event.

### QUICK TIPS TO INVITE OTHERS:

- Prior to the event, we ask everyone to register via our online registration page:  
[www.standcourageous.com/live](http://www.standcourageous.com/live)
- Use the graphics and collateral we have created to invite any men to participate with you.
- Promote the event to the men in your church, small group, community, and men's ministry.
- The start times for the Live Stream Event are as follows:

9 AM ET | 8 AM CT | 7 AM MT | Live Stream at 9 AM PT\*

*\*Please note that there will be a "Start from Beginning" button on the live stream page if needed for any hosted event to begin at the desired start time. We encourage participation at the times notes above due to the live interactive components of this event.*

### SECTION LINKS:

- PROMOTIONAL MATERIALS: [Click here](#) for graphics and collateral to promote your event.
- INVITATION LETTER: [Click here](#) for a letter you can use to invite men to join your event.
- All host tools and resources can be found at [www.standcourageous.com/host](http://www.standcourageous.com/host)



STAND COURAGEOUS

## Event Pre-Registration & Onsite Check-In

---

### **BEFORE THE EVENT:**

Prior to the event, we ask everyone to register via our online registration page:

[www.standcourageous.com/live](http://www.standcourageous.com/live)

We also have add-on options available on this event registration page for the *Man to Man* book and the digital Participant Guide: both are available for purchase by any event participant or host. You can choose to purchase and distribute these resources to the men in attendance at your event. To purchase additional copies of any of these resources and materials, please call our registration team:

1-800 -225-4008 | M – F | 8:30 AM – 5:30 PM ET.

### **AT THE EVENT:**

At the event and depending on the setting, you may choose to have an onsite registration or check-in, or you may decide to forego this component. Regardless of what you decide, we want to make sure we have a record of each man who is watching this Live Stream Event to provide every man with our free tools and resources we will send out just after the Live Stream Event.

For us to receive this information please have each man go to [www.standcourageous.com/checkin](http://www.standcourageous.com/checkin) to provide their personal information to receive these free tools. If everyone has already registered before the event using the /live link, this check-in request is optional.

### **QUICK TIPS:**

- If you are hosting this at a facility like a church or other venue, we recommend having Check-in Stations. The link above ([www.standcourageous.com/checkin](http://www.standcourageous.com/checkin)) is a direct link that can be used on any computers, tablets, or smartphones to allow each attendee easy access to quickly check-in when they arrive to your event location.
- If you decide to pre-purchase additional resources by calling our team, you are welcome to provide these to the men you invite to the Live Stream Event in whatever way you choose: as gifts, for purchase, optional with check-in, etc.
- Please note we cannot receive returned resources at this time. If you determine to purchase resources, please plan accordingly based on how you choose to provide these resources to the men attending your Live Stream Event.

### **SECTION LINKS:**

- [REGISTER NOW](#)
- [ONSITE CHECK-IN LINK](#)

## Communication to Attendees

---

We invite every man to be a part of our Stand Courageous Men's Conference through this special, all-new Live Stream. The Live Stream Event on August 15<sup>th</sup> is intended to bring men together across the country to see and hear from God in unity: in homes, churches, or any other location.

Using the links provided below, we have supplied all hosts with promotional materials such as web banners, flyers, emails, invite letters to send to the men you would like to invite to this Live Stream Event.

### QUICK TIPS:

- Use any and all resources we provide via the links below to invite men to attend.
- We strongly recommend communicating often with your attendees to ensure they have the event information they need to attend.
- Anyone who registers through our website [www.standcourageous.com/live](http://www.standcourageous.com/live) will receive event information and updates from our team as well regarding the Live Stream Event. We strongly encourage every attendee to register using this link.

### SECTION LINKS:

- [STAND COURAGEOUS WEBSITE](#)
- Prior to the event, each attendee can register here: [www.standcourageous.com/live](http://www.standcourageous.com/live)
- PROMOTIONAL MATERIALS: [Click here](#) for graphics and collateral to promote your event.
- INVITATION LETTER: [Click here](#) for a letter you can use to invite men to join your event.
- **All host tools and resources can be found at [www.standcourageous.com/host](http://www.standcourageous.com/host)**

## Event Schedule

---

### QUICK TIPS:

- If you are hosting this in a larger facility, you may want to provide a welcome, prayer, or greeting prior to the Live Stream beginning. This can include the Event Host, Pastor, Small Group Leader, or another leader that would be best suited to welcome everyone. This can also be a time to address any housekeeping announcements (location of restrooms, silence cell phones, check-in to the event, etc.)
- There will be additional times throughout the event that an Event Host can provide direction to the attendees: Scheduled breaks, lunch break, transitions between segments, etc. Please refer to the event schedule for these times to develop a plan on how and what you'd like to communicate to your attendees during this time.
- We will have an opportunity during the Live Stream for attendees to give to the Stand Courageous ministry as we aim to share the message to all men nationwide. The Live Stream audience will have the link below for anyone to easily give an offering from anywhere.
- There will be two times of ministry during this Live Stream Event. You can find these times noted on the event schedule by using the link below. Our Stand Courageous Speakers will guide everyone watching and participating in the event through these ministry times. We have a template Decision Card that you can access through the link provided below and print copies of this card to have available for anyone attending who would like to make a commitment or a decision. We recommend having a ministry team or person available during these times along with printed Decision Cards in order to pray with any men who make a commitment. Please keep in mind the event Live Stream is operating in the Central Standard Time Zone. If you are receiving the feed in a different time zone, the event start time, end time, and everything in between will need to be adjusted in the event schedule we've provided to you. Please also note this within your event promotion emails, etc. if you are located in a different time zone. The start times for the Live Stream Event are as follows:

9 AM ET | 8 AM CT | 7 AM MT | Live Stream at 9 AM PT\*

*\*Please note that there will be a "Start from Beginning" button on the live stream page if needed for any hosted event to begin at the desired start time. We encourage participation at the times notes above due to the live interactive components of this event.*

### SECTION LINKS:

- EVENT SCHEDULE: [Click here](#) for the event schedule. Note that all times are listed in *Central Time*.
- OFFERING: The link we will provide during the Live Stream is [www.standcourageous.com/GIVE](http://www.standcourageous.com/GIVE)
- DECISION CARD: [Click here](#) to access and print copies of the Decision Card for ministry use.
  - Please send a copy of all Decision Cards to our Stand Courageous team:  
FRC – Stand Courageous Ministry Team  
801 G St. NW  
Washington, DC 20001
  - You can also scan and send a copy of the Decision Cards to [info@standcourageous.com](mailto:info@standcourageous.com)



**STAND COURAGEOUS**

## How to Host the Live Stream

---

### QUICK TIPS:

- You will be provided with instructions on how to connect and login to the Live Stream feed.
  - The Live Stream Event will be hosted using this link: [www.StandCourageous.com/LIVE](http://www.StandCourageous.com/LIVE)
  - Our Production Team will send out any detailed or specific information in the confirmation email you receive as a Live Stream Host to ensure you have login instructions and information.
- We recommend having a few staff and volunteers to help ensure your event goes smoothly:
  - Audio Visual Team
    - This team ensures the connection is tested, ready, and functions properly for the Live Stream to be shown on the display you choose to use for your event. We highly recommend testing the Live Stream webpage and your audio and visual equipment prior to the event.
  - Event Check-In
    - This team will manage the check-in process for anyone attending your event. We will provide a direct link that can be used on any computers, tablets, or smartphones to allow attendees easy access to quickly check-in as an attendee when they arrive to your event.
    - The add-on options including copies of the *Man to Man* book and the digital or printed Participant Guide would also be distributed by this team. Several ways to offer these are:
      - Provide these add-ons to all attendees
      - Accept & track pre-orders from men who would like to purchase them and then place your total order with our registration team through the online host registration or by calling our Registration team at 1-800-225-4008, M – F | 8:30 AM – 5:30 PM ET.
      - Order an estimated quantity of the add-ons for your anticipated attendance.
      - Please note that any and all orders are subject to shipping supplier timelines and we cannot guarantee any order arrival dates. We will fulfill any orders received and send them to the requested location upon receiving orders but cannot be responsible for ship times and delays from carriers. We strongly recommend placing any orders for resources and materials as early as possible, and no later than August 1<sup>st</sup>. Thank you for your understanding.

## How to Host the Live Stream (cont.)

---

- Hospitality Team
  - This group would manage any food & beverage you offer during your event, if you choose to do so. This could include coffee/breakfast upon arrival, water, snacks, and/or lunch for the attendees.
- Ministry Team
  - We recommend having a ministry team or person available during the two times of ministry during this Live Stream Event. You can find these times noted on the event schedule by using the link below. Our Stand Courageous Speakers will guide everyone watching and participating in the event through these ministry times. We have a template Decision Card that you can access through the link provided below and print copies of this card to have available for anyone attending who would like to make a commitment or a decision.
  - This team can also receive an offering during the offering time within the event schedule, if you choose to do this in addition to the offering we provide attendees the opportunity to participate in. If you have any out-of-pocket expenses to host this event, this would aim to cover any of those costs incurred by requesting donations or receive an additional offering.
  - Following the event, we also highly encourage this ministry team to ensure that each person who make a commitment is provided with follow-up from the ministry team and is connected to the local church that is nearest them.

### SECTION LINKS:

- EVENT SCHEDULE: [Click here](#) for the event schedule. Note that all times are listed in *Central Time*.
- OFFERING: The link we will provide during the Live Stream is [www.standcourageous.com/GIVE](http://www.standcourageous.com/GIVE)
- DECISION CARD: [Click here](#) to access and print copies of the Decision Card for ministry use.
- Prior to the event, each attendee can register here: [www.standcourageous.com/live](http://www.standcourageous.com/live)

## Post-Event Feedback

---

### QUICK TIPS:

- After your event, we want to hear how it went, and more importantly, how God worked!
  - Decision Card Follow-Up:
    - Following the event, we highly encourage the ministry team to ensure that each person who make a commitment is provided with follow-up from the ministry team and is connected to the local church that is nearest them.
    - We also request a copy or scan of the decisions that were made so our Stand Courageous team has a record of any decision made and can send follow-up resources to those we are able to. Please send a copy of the cards received to [stand@standcourageous.com](mailto:stand@standcourageous.com) or to our office:  
FRC – Stand Courageous Ministry Team | 801 G St. NW | Washington, DC 20001
  - Event & Ministry Report Card: We are eager to see how God moved at your event. Please complete this card and return it to us so we can celebrate with you!
  - Post-Event Survey: Please take a few minutes of your time to help us by telling us about your experience hosting the Live Stream of the Stand Courageous Men's Conference. What did you see and hear? Was this event helpful? This online survey only takes a couple minutes and will provide us with valuable information as we come alongside men to encourage and equip them to lead in their work at home, in the church, and in the community.

### SECTION LINKS:

- EVENT & MINISTRY REPORT CARD: [Click here](#) for the report card to print, complete, and return.
- DECISION CARD: [Click here](#) to access and print copies of the Decision Card for ministry use.
- POST-EVENT SURVEY: [Click here](#) to go to the host page and complete our post-event survey to let us know how your event was!