

BEBROKEN

Studio Event: Host Guide

Purpose of a Studio Event

- **To invite new champions to the cause of sexual wholeness:** Being invited by a peer to experience an element of the cause has a higher rate of connection for potential champions.
- **To raise funds:** Guests will be invited to participate in this cause by making a financial gift.
- **To build community:** Bringing people together for the purpose of a shared experience and shared action creates community amongst them, and with you as their host.
- **To grow as a champion of the cause:** As a result of hosting a Studio Event, our goal is for you to grow in your dependence on the Lord as well as in your understanding of this cause.

Who to Invite?

Studio Events are small, intimate gatherings with your peers. We recommend hosting a gathering that would foster small group and collective conversation where everyone can feel involved: from 5 to 30 people.

Guests are people you, the host, know personally. They can come from all walks of life and all giving abilities. Review the Building Your Guest List exploration in additional resources for further consideration.

Types of Events

Be creative and design an event that fits the style of your community. You don't need to spend a lot of money to have a successful small gathering; providing refreshments can be simple (coffee and donuts) or more elaborate.

Review the Idea Starters guide for in-person or virtual Studio Event ideas.

Event Format

Your event will center around your story. If you need help articulating your story, [Matt Riley](#) will be happy to help you discover it. You can also use the Sharing Your Story exploration located in the additional resources section. Details about the organization may flow naturally out of your story, but the point of the event is not to create a sales pitch for the organization. The purpose is to highlight how connection to this cause has impacted your own life and invite your peers to have a similar experience.

You will want to design your format to encourage conversation, foster interaction between guests, and create an experience that connects guests to the program. Keep this in mind when determining your space needs (for example, round tables will encourage more interaction than chairs in a row). If you cannot create an experience in your own home, consider getting out of the living room.

Keep the timeline limited and be sure that you honor the participants by starting and ending on time! Be sure to have copies of the response cards, and a link to a donation page.

Sample Agenda

- 6:00 – Welcome everyone, quick overview of the night's agenda, introduce one another, pray, open the dinner table
- 6:30 – Share your story of connection to the cause
- 6:40 – Explain and begin the experience
- 7:10 – Debrief the experience if needed and make a call to action
- 7:30 – Guests go home

Invitation Timeline

One month before event:

- Send invites to those you want to attend. Be sure to include why you're inviting them and a brief overview of the event. You may consider sharing who else is on the guest list, especially if someone they already know will be there or if someone you think they should know will be there to further encourage their attendance.
- You can use electronic invites and/or paper invitations. Older audiences may respond better to a written invitation or an email followed by a phone call. See samples in additional resources section.
- Consider meeting with [Matt Riley](#) to brainstorm ways to make your event experiential, determine the call to action you will present, how to receive gifts, and to obtain any additional tools you need to feel confident.

Two weeks before event:

- To those who have not responded, repeat the invitation with a phone call (it may take 2-3 invites before a commitment is received).
- To those who have responded, send a reminder that the event is coming up in two weeks.

One week before event:

- To those who have not responded, extend a final phone call, text or email invitation depending on how you know this person prefers to communicate.
- To those who have responded, send a reminder that the event is coming up in one week.

One day before event:

- Send a final reminder including time and location to everyone who has committed to attending. If you will be serving food, let them know that as well (for example: coffee and donuts will be available, or lunch will be served at noon).
- Share with BeBroken contact information for all guests so that we can follow up and thank them for their attendance and participation, regardless of if they make a gift or not.

One to two days after event:

- Call and thank those who attended. Let them know that someone from BeBroken will be in touch with them too to share more of what their gift will do, and to answer any questions they might have.



Additional Resources

- Organizational Overview and Resources
- Building Your Guest List Exploration
- Sample Invite Communication
- Sharing Your Story Exploration
- Experiential Idea Starters
- Nailing Down the Details



Organizational Overview and Resources

VISION STATEMENT

BeBroken exists to see God's people whole and holy.

CORE MESSAGE

BeBroken seeks to accomplish this vision by helping men, women, and families move from sexual brokenness to wholeness in Christ – and equipping others to do the same.

WHY IT MATTERS

Sexual brokenness is a major problem for Christians and the Church throughout the world. This can be seen in the numbers of people impacted as well as the results of that impact.

- By the Numbers (see <https://enough.org/stats-youth-and-porn> for more information):
 - 90% of male and 60% of female children are exposed to pornography by age 18.
 - Kids under 10 years old account for 22% of online pornography consumption.
 - 68% of church-going men and 50% of pastors view pornography on a regular basis.
 - 76% of Christian adults (both men and women) ages 18-24 actively search for pornography.
 - In one study, 23% of boys who had viewed pornography said they tried to stop and couldn't.
- Results (see <https://fightthenewdrug.org/> for more information):
 - Use of pornography is dangerously rewiring the brains of children and adults.
 - Marriages and families are suffering and being destroyed.
 - People leave the church when pastors are found to engage in sexual sin.
 - The witness of the Gospel loses its power and beauty.

WHY IT MATTERS TO YOU

Your friends want to hear YOUR story, not BeBroken's pitch. Tell your story... Why does this matter to YOU? Consider the following questions (let's discuss):

- How did you first get involved with BeBroken?
- What have you learned, seen, or done that has strengthened your commitment to the cause?
- Do you have a personal connection or story that draws you to this work?

WEBSITES

<https://2.bebroken.com/>
<https://www.puresexradio.com/>
<https://www.purelifeacademy.org/>

HOW TO GIVE

<https://www.give.bebroken.com>

19115 FM 2252, Suite 6
Garden Ridge, TX 78266

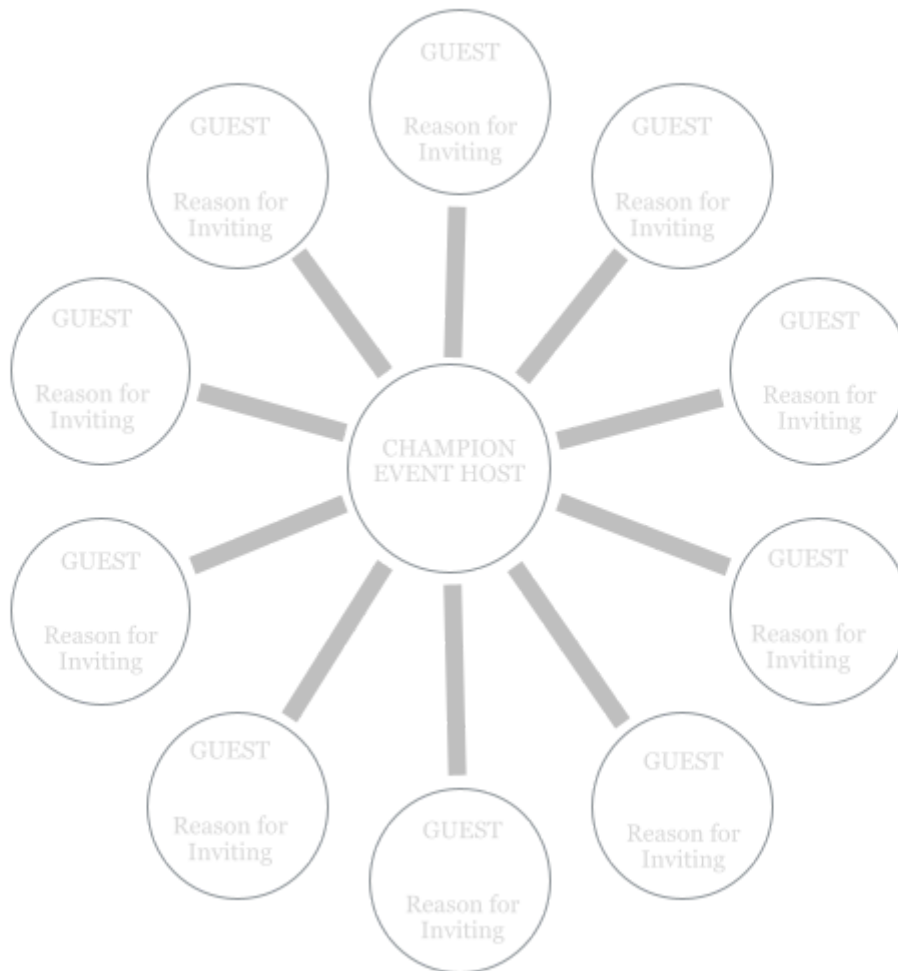


Building Your Guest List

Studio Event hosts, consider the following questions when you build your guest list:

- Who is in your natural sphere of influence and might share interest in the cause and hearing your story of connection? (i.e.: neighborhood, work, church, friends, family, clubs, associations)
- Who do you know that is already connected to the cause, but not necessarily the organization?
- Who have you met through your own connection to the cause?

INSTRUCTIONS: Brainstorm the people you can invite to sit at your table using the spoke and wheel chart below. First, write your name in the center of the wheel. Then in each of the spokes, list an individual or couple you believe would connect well with the narrow focus of the cause you'll experience at your event. Under their names, write a brief description of why you think they might connect with this cause and experience you'll share together. You can then share this reason with them when you make your invitation.



Sample Invitation Communication

Katherine and I cordially invite you to join us for an experiential dessert party at our house on October 8th, 7pm. We will share our own story of how our lives have been changed through our engagement with BeBroken's work among families and present you with a similar opportunity to change not just the lives of others, but your own life. Every dollar raised at the party, up to \$2,000, will be matched by us.

RSVP by September 28th

Sample Follow Up Communication

Email:

I wanted to remind you of the experiential dessert party that Katherine and I are having at our house on October 8th, 7pm. This will be an opportunity to not only hear how our lives have been changed by supporting BeBroken's work, but also participate in a unique experience that will activate all 5 senses and have your giving matched toward advancing wholeness in families. We'd love to have you join us and experience this kind of impact.

Text:

*Don't forget, we're having our experiential event at our house. October 8th, 7pm.
Enjoy delicious desserts.
Participate in a unique experience.
Double your impact and support wholeness among families.*

Phone:

Hey _____

(Catch up)

The reason I'm calling was to check if you got our invite to our dessert party on October 8th.

Do you and your husband plan on attending?

YES

Excellent! I'll send you a text reminder the day before. We look forward to having you there.

NO

You'll be missed. If I host one of these in the future, would you be interested in coming?



Sharing Your Story

INSTRUCTIONS: Studio Event hosts: People are genuinely moved by personal stories; discover your own story of connection to the cause. Use the questions below to help unlock your own story of connection. You may also want to check out How to Tell Your Story, either the [Short Form](#) or [Long Form](#) to help you.

Part 1: The Problem

Consider: What was your life like before your connection with the cause and/or organization? When did you first become aware of the problem BeBroken is seeking to address?

Example: I always felt frustrated that my church hasn't dealt directly with sexual brokenness. As a parent I felt totally clueless how to help my kids in this area.

Part 2: The Plan

Consider: How did you discover the work BeBroken is doing? What aspect of the ministry drew your heart or attention?

Example: Last year, a friend of mine discovered the Family Care resources from BeBroken. After a few weeks of working through the material and speaking with staff at the ministry, he said a big change had taken place in his family. He was able to start talking to his kids about sexuality and his kids were becoming much more open to talk to him. As I looked closer at BeBroken I became excited about their focus on grace and knew I had to support such a ministry. I wanted other people to experience what my friend experienced.

Part 3: The Solution

Consider: How has your involvement with BeBroken and the cause changed you? How has it impacted your family? What do you think God is trying to teach you as a result of your connection? How has this impacted your personal generosity?

Example: Supporting the work of BeBroken, I realized how easy it is for kids to come across internet pornography and how evil it truly is. I also began to understand that pornography is addictive for developing minds. I no longer condemn people who struggle with pornography but now have compassion on them, especially children. I've seen this type of grace reach the heart of those who are broken and want to tell other parents about it.



Idea Starters

In their book, “The Power of Moments,” Dan and Chip Heath describe how a short, memorable experience can make a moment both meaningful and inspirational. They recommend using the mnemonic device EPIC as a way to remember that every defining moment needs at least one of these elements:

- **Elevation:** The experience rises above the everyday.
- **Pride:** The experience creates a sense of accomplishment.
- **Insight:** The experience fosters a new realization that urges us to do something new or different.
- **Connection:** The experience is strengthened because we share it with others.

Feel free to be creative in designing the experience for your Studio Event. Contact [Matt Riley](#) for help in creating and designing the experience. Here are some ideas to get you started:

- Movie & Discussion (In-person or Virtual)
- At-Home Scavenger Hunt (Virtual)
- Game Night (In-person or Virtual)
- Talent Show (In-person or Virtual)



Nailing Down the Details

Type of Event:

Host:

Call to Action:

Financial:

Other P-E-O asks:

Goal:

Location:

Date/Time:

Invitation:

Attendees:

Food/Refreshments:

Program:

Follow Up:



Follow-Up

INSTRUCTIONS: Make a plan for what you can do to acknowledge, report, and evaluate right after your Studio Event.

Within 1-2 Days

- Call all who attended and ask what they learned from the experience. Thank them for attending and especially thank those who gave.

Within a Month

- [Matt Riley](#) from BeBroken will reach out to all those who attended.

Within 3+ Months

- Call all who attended to share current news from the ministry, provided by [Matt Riley](#).

