



GUILD EVENT TOOLKIT

(IN-PERSON GATHERING)



Having the right tools makes all the difference, so we've provided a few to help make your online Guild Event a smashing success!

In-Person Guild Event Promotion

Whether you've got a small group of 3-4, a large group of 30-40, or a massive group of 80-100, a Guild Event is designed to give teens a fun and engaging atmosphere for exploring life's biggest questions! If you're a church or youth organization, our hope is that this will not only increase engagement with existing students, but also grow awareness of the work you're doing by allowing students to invite their friends. That said, stay safe and check out a few tips for promoting your upcoming Guild Event:

- *Share promo video with your group (i.e. church, school, youth org., etc.) and on social media 3-4 weeks in advance of your Guild Event*
- *This is an activity for all students, not just the 'Nerdy' ones*
- *Ask students to invite their friends to the Guild Event*
- *This is a great activity for students you haven't seen in a while*

Helpful Resources

The following resources and more can all be found at theway-saga.com/partner-portal:

- ✓ *Product FAQ*
- ✓ *Partner Story*
- ✓ *"Promo" & "How to View" videos*
- ✓ *Social Media promo images*

Helpful Tips

- ✓ *Have everyone read and interact with the story on their own devices*
- ✓ *Use the Guild questions at the end of each episode to discuss life application*
- ✓ *Allow space for the hard questions*
- ✓ *Make sure each Guild member has multiple chances to share*





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In-Person Guild Event Outline (60-90min)

There's no one way to run a successful Guild Event, but here's an example of what one could look like for a church youth group:

(10min) Check-in attendees adding their phone #'s to a master list

(3min) Welcome & event ground rules

(2min) Play promo video

(5min) Access code is sent via text message to attendees

(15min) Small groups of 4-8 read Ty or Liv's episode

**** (5min) Optional Bathroom Break ****

(10min) Each small group answers/discusses Guild questions

(5min) Each small group chooses what Ty or Liv will do next!

(10min) Everyone re-joins big group to discuss how they voted & why!

(8min) Life application + closing prayer

(2min) Leader to text optional survey to attendees

PRO TIP #1: Send our "Thank You" graphic to all who attended the next day via social media!

Guild Event Checklist

Make sure you have the following items to make your event a success:

- ✓ **Stable Wi-Fi Internet Access**
- ✓ **Access Code (Text was sent to purchaser)**
- ✓ **Sign-up sheet for new attendees**
- ✓ **Food and/or snacks**

