



FIVE TIPS TO HOSTING A SUCCESSFUL *KEYS TO FREEDOM* LIVESTREAM LAUNCH PARTY

1. Create a Guest List & Send Invites

Think about all of your amazing friends and who among them would most like to:

- a. watch Dave Ramsey, Ellie Holcomb, and Nancy Alcorn together on one stage!
- b. get free stuff!
- c. get equipped with the keys to walk in lasting freedom!
- d. support Mercy Multiplied!
- e. all of the above!

Every party of at least five people receives **10 free copies** of the *Keys to Freedom* Study Guide after the launch. Download the virtual invitation we've provided, and email it to your guests!

2. Follow-Up with Your Guests

A week or so after sending the virtual invitation, follow-up with a phone call! The whole concept of a **"Facebook Live" viewing party** may be completely new to a few of your guests. Take a few moments to explain the format, concept, and purpose of the evening. Explain that people will come to your house to mingle, eat food, and gather around a computer or your TV to watch a live video on Facebook! Express your heart to support Mercy and Mercy's heart and desire for this incredible resource: *Whether young or old, male or female, new or established believers alike, our heart is to see the body of Christ educated, equipped, and empowered to live free and stay free—to be whole, restored, transformed, and ready to impact our world with a message of hope.* Most of all, help them know how much you'd like to have them at your party!

3. Get Prepped!

Technology: All you need to be able to view the livestream launch party is access to Facebook. Attempt a run-through a few days in advance to make sure that all of your technology is set up for viewing. Are you watching the event on a computer? Projecting it from a tablet to your computer? Is your internet connection secure and your Facebook logged in? Will the sound be loud enough? If you're having trouble, find the most tech-savvy person in your life for a bit of assistance!

Food: What is a gathering without food and beverages? The livestream starts at 7:30pm CST, so depending on where you live, determine the types of food you'll be serving! Host a potluck, provide a winning combination of coffee and desserts, or start the party early with a dinner and follow with the livestream viewing. Finger food always works, too!

Decorations & Party Favors: No time to decorate? We've got you covered! Download and print off the *Keys to Freedom* decorative banner, pennant, livestream bingo, ice breakers, discussion questions, and "key" takeaway that we've provided!

4. Spread the Word!!

Use your social media channels to share about this incredible event and new life-changing series designed to equip people with tools for life-long freedom! Download one of our social media graphics or share our weekly "Testimony Tuesday" or Thursday "Freedom Steps" posts on Mercy's **Facebook, Twitter, or Instagram!**

5. Watch, Interact & Get Your *Keys to Freedom* Study Guides!

On the night of the event, take part with thousands across the country for this front row seat and inside look into *Keys to Freedom*! Before the livestream starts, gather your guests for food, ice breakers, and discussion questions. During the Facebook livestream, don't forget to "like" and comment on the video and to snap a photo of your group! After the event, you can even take part in follow-up discussion questions with your guests. Be sure to send the photo of your group to **outreach@mercymultiplied.com within 48 hours** to be eligible for your 10 FREE COPIES! Once we have verified your social media interactions and received your photo, you'll receive your copies of the *Keys to Freedom* Study Guide within 30 days of the event!