



Host Guide & Media Kit

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BY THE BROOK 2024

Thank you for your interest in becoming a host site for BTB 2024! This host guide & media kit will answer your questions & prepare you to host an amazing event.



MORE QUESTIONS?

Email Carrissa at cmackie@risingaboveministries.org



BY THE BROOK 2024



a message from BECKY DAVIDSON

Hello!

Our mission at Rising Above Ministries is to bring the love of God and hope in Christ to special-needs families through support, encouragement, inspiration, and community.

One of the ways we carry out this mission is through an event we host each summer called By the Brook.

For the past 15 years, we have hosted a weekend event for moms, grandmothers, and female caregivers of individuals with special needs. At By the Brook, we pour into the moms. We offer them inspiration and hope to encourage them on their journey raising their child with special needs or chronic illness.

For years, we hosted the event in-person in Tennessee. As By the Brook grew, we added host sites around the country, as well as, an option for moms to join us from their homes! Through God's provision and leading, we have had moms from all around the world able to join us. It has been amazing to watch God grow this event!

This summer, on June 21-22, we will be hosting the event LIVE and in Cookeville, TN as well as livestream so that we can bless even more moms who are laying down their lives every day to care for their child with special needs.

The moms often come to the weekend feeling weary and without hope from the day-to-day challenges of caring for their child with special needs. But, by the end of the weekend, they are refreshed, restored, and renewed, able to face the challenges of the special-needs life more successfully.

We are excited for you to partner with us to love and encourage the special-needs moms in your community. We hope to have churches in different locations around the country to serve as host sites for By the Brook 2024.

Rising Above will provide all of the content and you livestream the event at your church for the moms who join you. This host guide will walk you step-by-step through what you need to know to host a local By the Brook event.

We look forward to you joining with us to remind these amazing moms that they are seen, they are loved, and God has a plan for their life.

Becky Davidson

BY THE BROOK 2024

Vision Beloved

Moms of children with disabilities often go through life feeling so beat down and discouraged due to the hardships and trials they face. But God wants us to know that we are truly valued & beloved by God. That is why this year's theme for By the Brook 2024 is **Beloved**. At this year's event, we will be looking to God's word to hear directly from Him how we are truly loved and cared for by the Father. This weekend will include encouragement, inspiration, dynamic worship, and powerful teaching - all while spending quality time with other moms who "get it."

Theme Verse

Fear not, for I have redeemed you; I have called you
by name, you are mine.
Isaiah 43:1b



Encouragement

We want to come alongside you as you encourage the local families with special needs in your community. We would love for every mom or female caregiver to be plugged into a local church that loves her well and supports her family.

Too often, these women feel isolated and unloved. We were meant for community and YOU play an integral part in her story!

Reach

We want to reach moms and female caregivers all over the globe with the hope we have in Jesus. We want them to fall in love with our Savior and be transformed by the Gospel to become the women God has called them to be.

We are excited to partner together with churches like yours all over the world!

BY THE BROOK 2024

Q & A

What is By the Brook?

By the Brook is a refreshing weekend just for moms, grandmothers, and female caregivers of individuals impacted by disabilities or chronic illness. This event includes encouragement, inspiration, dynamic worship and powerful teaching - all while spending quality time with other moms who “get it.” You’ll experience amazing worship and have fun hanging out with new friends. You will leave refreshed, restored and renewed!

This is an opportunity for your church body to connect with women raising children with special needs or chronic illness right there in your community.

Why gather?

Special-needs mothers and caregivers often feel isolated and alone. We gather so we can develop community between other females who “get-it.” It’s so important to form friendships and bonds that can a lifetime. We gather so we can lift each other up and encourage one another to keep going!

Who is it for?

By the Brook is for any female caregiver raising an individual with special needs or chronic illness. We have also had many female caregivers attend who are caring for aging parents or other family members. Over the years, we have served moms, grandmothers, step-mothers, foster moms, sisters, professional caregivers, etc.

Is Rising Above associated with a denomination of faith?

Although Rising Above is not affiliated with any specific religious denomination, it holds biblical values and truths at the core of all we do. You can find our statement of faith on our website; risingaboveministries.org/statementoffaith

BY THE BROOK 2024

Q & A

Is there a fee?

There is no cost to become a host site for By the Brook. The only cost to the church directly is food costs (dinner on Friday evening, lunch on Saturday, and snacks throughout the event), door prizes, printing materials, and any other special gifts you choose to give to the ladies who attend your host site. If food costs are an issue, we would be happy to brainstorm with you to determine ways to make this affordable for your church!

All tickets are purchased directly from Rising Above. Every participant must register and pay through the Rising Above ticket sales website. They will receive a printable ticket that they can save on their phone or print at home.

If you would like to charge an extra fee to help offset your expense for food, please keep it at a minimum. Our heart is to make this affordable for our moms. Any additional fees that would be charged will be handled exclusively by the host site.

How do women sign up?

Moms will go to risingaboveministries.org/bythebrook and click "Register" to sign up. At checkout, there will be a drop down menu where women can choose a location to attend from our approved host sites. They can also register to participate as an individual in their home or at our main location in Cookville, TN.

Each attendee will register with Rising Above and be charged a \$20 ticket fee. This fee is to cover all the content creation and video production. Best of all, this ticket provides access to all recorded content after the event so she can re-watch it later!

Carrissa Mackie, Director of Operations, will communicate with the host liaison to ensure each host site has accurate numbers and a list of guests. A list of all registered moms will be emailed weekly to host site liaisons up until two weeks out. Then, we will send daily ones leading up to the event. Host sites will be responsible for contacting attendees for their site. Our only contact with them will be follow-up with links to re-watch if they purchased the life-time access.

How many can attend?

That is completely up to you! When you sign up to be a host site, you will let us know what your maximum number will be. Carrissa will keep an eye on how many people are signing up for your host site. Once your site has reached your maximum number of attendees, we will remove your site as an option on the registration link.

BY THE BROOK 2024

Q & A

What should we expect?

- Time of worship
- Encouraging speakers
- Breakout sessions
- Powerful testimonies
- Time for laughter
- Moments of reflection
- All downloadable & printable content for your participants
 - Files will be digital for the host site to provide copies.

A link from last year's By the Brook is available if you are interested in seeing previous content.



What is the schedule?

(This is a tentative schedule. All times are CST and subject to change.)

Friday, June 21

Dinner: 5:30 PM

Session 1: 7:00-8:30 PM**

Saturday, June 22

Sessions 2 & 3: 9:00-11:30 AM**

Lunch: 11:30-12:30 PM

Session 4: 12:30 - 3:00 PM

**Note: We ask host sites to encourage moms attending at the host site to arrive at least 30 minutes before live Stream begins. This will give time to meet & greet, snacks, etc.

Not available on June 21-22?

If you can't participate in the live event during the weekend of June 21-22, there will be options to purchase the retreat after July 15th. You can then do your own weekend event on a weekend of your choosing. You would purchase the retreat from us for a flat fee and then you can host as many moms as you would like. They would not purchase tickets through us.

BY THE BROOK 2024

EXPECTATIONS For the Host Church

Facilitate

Host Site Liaison: Each host site will designate one person as the specified liaison between your church and Rising Above Ministries.

AV/Tech needs: The host church will provide the AV/Tech capabilities to view videos of the live stream event, copies conversation starters, and an attendee guide. All printable resources are provided by Rising Above Ministries. Minimum internet speed is 3 Mbps but speeds around 20 Mbps are suggested.

Food: As the host church, you will be expected to provide attendees two meals, dinner on Friday evening and lunch on Saturday. Snacks and drinks throughout the event will need to be provided as well. Hosts can check with local restaurants for discounts or donations. If your gathering is small, consider having volunteers prepare and serve food. If you would like to charge an extra fee to help offset your expense for food, please keep it at a minimum. Our heart is to make this affordable for our moms. Any fees that would be charged will be handled exclusively by the host site.

Door Prizes: Host Sites are encouraged to provide door prizes. We recommend 1 door prize per 10 attendees. Your host site may also choose to give a small gift to each attendee. These gifts can be in lieu of door prizes.

Unity

Pray as you prepare for By the Brook 2024. As an open host site, you could have women from many different religious backgrounds or no religious background at all. Our goal is to bring the love of God and hope in Christ to each person who attends in a manner that is sensitive, full of humility, and encourages these women to seek Him individually.

Serve

Many of the women attending By the Brook 2024 will come to you tired and weary. They struggle each day with the smallest of tasks because of their child's disability or illness.

As a host, you have the unique privilege to serve as Jesus has served. Rising Above will provide suggested ways that you can serve during this event.

Engage

Reach out into your community and engage the special-needs moms and caregivers around you to invite to the event.



BY THE BROOK 2024

EXPECTATIONS For Rising Above

What do we provide?

- Host guide & media kit to help plan your event
 - Media Kit with promotional videos, graphics, flyers and more!
 - These will be provided via Google Drive.
- Rising Above Team Member Access for planning and promotional help
- Live event video feed during the event
- Digital Attendee Guide to be printed by host site
- Digital Resources for each attendee
- Conversation cards to be printed by host site
- List of Attendees for your location and their email addresses.
 - Each woman who registers will receive a unique ticket.
- Follow-up resources & opportunities provided to each attendee



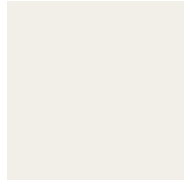
BY THE BROOK 2024

COLORS

to use for decor & promotion



#CF6767



#F1EFE7



#000000



#9B8E89

MOOD BOARD

to use for inspiration



BY THE BROOK 2024

GRAPHICS By the Brook 2024

You can use any of these graphics while advertising for your host site. Feel free to add your logo or name of your host site to the image.

We will send all graphics, promo video, and flyer via google drive for you to share on social media and print media for your church.

Banner (Emails, Facebook Events,
Etc)



Square (Instagram & Facebook)



Presentation Slide
(Announcement Slide)



CONTACT

Rising Above Ministries

Contact information

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