

VCC Learning Exchange Viewing Party Toolkit

Event date: December 13, 2018

Livestream program time: 12:00-1:00pm

Welcome & Thank You

Thank you for hosting a viewing party for VCC's 2018 Learning Exchange!

Virginia Community Capital has hosted a knowledge-sharing initiative for the last eight years called The Learning Exchange. The Learning Exchange's main goal is to provide creative frameworks that the statewide audience can easily digest and apply to their unique communities. These ideas tend to challenge conventional thinking, offer tools and resources, and bring innovative perspectives to Virginia's communities.

We're excited for this year's guest speakers Bruce Katz and Erika Poethig, moderated by Craig Carper. Please use this packet to facilitate your Learning Exchange viewing party event.

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Additional Resources

Urban Institute Research Report “Investing Together: Emerging Approaches in Collaborative Place-Based Impact Investing”

Viewing Party Promotional Flier

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How to register

Complete this form to register your viewing party.

How to watch

Bookmark this VCC Viewing Party webpage where you'll find all event info including the livestream link. The livestream link will be posted on the webpage a few days before the event.

On the day of the event, the livestream will air minutes before the program is scheduled to begin. Tune in early to ensure you can connect.

How to host

SPACE

Venue location should offer a comfortable space big enough to gather your community to watch the livestream together.

INTERNET & WIFI CAPABILITY

Ensure the wifi signal is strong enough so that the livestream is not delayed because of buffering.

LARGE SCREEN FOR WATCHING

A large-screen TV or projector with a screen or blank wall is ideal. Devices such as Apple TVs (AirPlay from an iPad), Smart TVs, or

anything connected to the internet will work.

PS: If needed, watching the livestream on a computer will do just fine.

How to promote

WAYS TO SHARE NEWS OF YOUR VIEWING PARTY & INVITE GUESTS

1. In your organization's newsletter.
2. Post the event on your website and on social media.
3. Create an event on your organization's Facebook page and invite colleagues.
4. Create an event invitation using Eventbrite, etc to share with your community (this will also help with anticipating the number of attendees).

PROMOTION TIPS

Include your location in the title of your event when promoting i.e. "The ABC Center's VCC Learning Exchange Viewing Party" or "The Blue Building VCC Learning Exchange Viewing Party" so that your viewing party is distinguished from others across the state.

Include necessary details within your promotion such as:

- Name and address of venue location, any applicable room or suite number, venue contact info, other important directions.
- Whether snacks, beverages, and other hospitality items will be provided.

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Suggested questions for meaningful discussion

QUESTION #1

How do you define “place”? Is it important that you define it?

QUESTION #2

Erika shared a few models for place-based impact investing, which models do you think would work in your community?

QUESTION #3

Some suggest that localism is truly the new progressivism -- they believe that real power and progress can only be achieved through autonomous localities, as local governments working in tandem with private philanthropists and powerful CEOs draw their communities into an increasingly globalized economy. What do you think about this statement and what was discussed on stage today?

QUESTION #4

Each speaker offered a different perspective of place and how they define it. Who resonates more with you? Why?

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FAQs

Who should host a viewing party?

- Small business development centers
- Colleges and universities
- Community Foundations
- Non-profit organizations
- Philanthropists
- Local government departments
- Innovation labs
- VCC partners and greater community
- Anyone with a passion for improving their community would make a great viewing party host. Individuals are more than welcome to host viewing parties in their homes.

Who should come to a viewing party?

- Everybody!
- Current and potential customers
- Board members or volunteer colleagues
- Community leaders
- Community stakeholders
- Organization leaders
- Current and potential sponsors and funders

Do I have to livestream the whole event?

In short, no. The program will last about one hour. Based on your space and time capacity, plan according to your interests.

Is there a fee associated with hosting a viewing party?

Nope!

What is expected of hosts?

While specific roles will vary from one viewing party location to another, leaders facilitating the viewing parties will help with or coordinate support to:

- Coordinate A/V and wifi logistics
- Promote viewing party via email, digital newsletter, social media posts, etc
- Engage viewing party attendees in discussion
- Provide hospitality items as desired

TIPS

We encourage you to consider facilitating meaningful discussion among viewing party guests. Feel free to use the questions we've provided as a place to start.

Who is VCC?

Virginia Community Capital is a Virginia-based community development financial institution (CDFI) committed to investing in and enhancing local communities and their capacity. While the approach varies, one central premise is consistent: CDFIs often exist to promote economic development and revitalize their surrounding communities. VCC's investment in building strong, local community partnerships and its mission as a CDFI encourages VCC to be intentional about its engagement strategy and bringing innovative resources and solutions to stakeholders.

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