

VCC Learning Exchange Viewing Party Toolkit

Event date: December 11, 2019
Livestream program time: 11am-1pm EST

Welcome & Thank You

Thank you for hosting a viewing party for VCC's 2019 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 for change that national audiences can easily digest and apply to their unique communities. These ideas tend to challenge conventional thinking, offer tools and resources, and expose communities around the country to innovative perspectives.

This year's Learning Exchange themed "What's Next" will feature different speakers delivering a brief TED-style talk on trends impacting our communities such as housing, impact investing, technology, and clean energy. Speakers will be announced as they are confirmed.

Please use this toolkit to facilitate your Learning Exchange viewing party event.

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How to register

Complete this form to register your viewing party. This step is important because we use your contact information (email, phone) from the registration form to share event updates with you.

How to watch

Bookmark the VCC Viewing Party webpage to find all event info including the livestream link as well as any event updates. 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 (TIP: 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, address of venue, applicable room or suite number, venue contact info, parking, and other important directions.
- Whether snacks, beverages, and other hospitality items will be provided.

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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 1.5 - 2 hours. Based on your space and time capacity please plan according to your interests.

Is there a fee associated with hosting a viewing party?

None at all!

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
- Provide feedback in post-event evaluation

About VCC & LOCUS

Virginia Community Capital is a community development financial institution (CDFI) committed to investing in and enhancing local communities and their capacity. 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.

LOCUS Impact Investing launched in 2017 as a wholly-owned subsidiary of VCC to serve place-based impact investors across the country. LOCUS is a nonprofit consulting firm and for-profit registered investment advisory firm. LOCUS provides customized solutions to help place-focused institutions moving from exploring the tool of impact investing to unlocking assets by identifying investment areas and partners to deploying capital for catalytic change in communities.

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