

Hope Trending

Implementation
Guide

A crash course
on how to live
without fear

HOPE

Dear Leader:

There are two key documents that will help you successfully launch Hope Trending. The first is the Getting Started Guide. That is a quick overview of what the program is about and some initial steps to get you started. The second document is this Implementation Guide. In this guide, we include more details and provide some added resources. We pray that God may use Hope Trending in order to expand His Kingdom.

Warmly,

Hope Trending Team

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Important Dates for Hope Trending

1. August 31, 2016, at 12pm EDT: Live Q&A for Pastors

We've been hearing from the field, and various pastors and conferences have questions about how to implement Hope Trending. We want to invite you to go to our pastor's page at hopetrending.org/pastors at 12pm EDT on this date for a live question and answer period on the topic of Hope Trending. An archive of this Q & A session will then be made available on this page for later on-demand viewing.

2. September 21, 2016, at 8pm EDT: Live Q & A for Potential Watch Party Leaders

If you are considering being a Watch Party leader, but have questions, we'd like to invite you to an informational live-stream presentation where we'll be covering some nuts and bolts about how to lead a Watch Party and some of the basics of the series. You will also be given an opportunity to send in your questions. You can catch the live-stream at: hopetrending.org/liveqa

3. October 13, 2016: Hope Trending Dedication Service, 8:00pm EDT/ 7:00pm CDT

Come join speaker, Dwight K. Nelson, host, David Franklin, and panel leader, Ty Gibson for this live dedication service. This will be an opportunity for all of our global Watch Party leadership teams to prayerfully join together as we commit this event to God. Being a part of this event will also give you an opportunity to make sure the technology in your host location is ready.

Watch Party Agenda

Hope Trending will be offered around the globe beginning October 14-22. For a complete broadcast schedule, please visit hopetrending.org/watch/schedule. We suggest you invite your guests to arrive 30 minutes beforehand to enjoy some snacks together, mingle, and settle in for the event.

30 Minutes Before Start: Guests Begin to Arrive

This will be a time to settle in, fellowship, and get to know each other over snacks and refreshments.

20 Minutes Before Start: Group Introductions

Go through the circle and have everyone introduce themselves and share what they're hoping to learn out of this experience. This will be especially important the first night. It's also helpful to set the expectation for the experience for those attending. Let them know this will be a one-hour program that will include a twenty-minute presentation, a twenty-minute interactive discussion, as well as some other elements. Following the program, the group will be invited to take ten minutes to discuss some of the themes presented before everyone goes home. Note: Restate this any night there is a new attendee.

10 Minutes Before Start: Encourage Everyone to Pull Out Their Smartphones or Tablets

For those hosting a physical Watch Party in a home or other venue, encourage everyone to pull out their smartphones or tablets. We will have live opportunities for people to ask questions and interact via social media. Also, guests will be able to take notes and register decisions right from their devices at hopetrending.org.

Hope Trending Begins

The sixty-minute program will include a presentation by Dwight Nelson and an interactive panel via live social media responses. Encourage your guests to send in questions during the presentation via social media using #hopetrending. Questions can be submitted on the Hope Trending [Facebook page](#), [Twitter](#), and messaging through Snapchat and [Instagram](#). Guests can also send in questions using the built-in chat functionality of the Online Watch Party Experience at hopetrending.org.

Approximately 30 Minutes into the Program: Interactive Discussion Panel Begins

The 20-minute interactive discussion panel will be led by Ty Gibson. The purpose of this panel is to give you an opportunity to participate in the conversation, based on the presentation. People can begin sending in questions as soon as Dwight Nelson begins to speak. The panel will select some of the questions to answer and facilitate their discussion.

Live Program Ends

Immediately after finishing, this will be a time for debriefing and some reflection. A study guide with some basic questions will be provided to facilitate discussion.

Avoid drawn-out discussions. You want people to leave with the Hope Trending experience and message fresh in their minds. Note: Letting people out on time will leave them feeling positive toward the experience and more likely to return on subsequent nights. This debriefing and discussion time should only last around ten minutes.

10 Minutes After the Program: Pass Out Materials and Thank Everyone for Coming

A copy of the study guides should be passed out to every guest before they leave. Before dismissing everyone, ask if there are any prayer requests, and close with prayer. If they have more questions, encourage them to email them to you or to bring them to the next gathering.

After Everyone is Gone

Go to hopetrending.org and login to your host/leader account. Click on the attendance tab and enter a quick report of how many attended your local Watch Party.

Topics Covered

Because each presentation will only be twenty minutes long, a highly relational approach intended to begin a conversation will be used for each topic.

1. A case for a loving God (No more fear of God—setting up the relational paradigm)
2. Why evil then? (No more fear of Evil—great controversy narrative juxtaposed to atheism’s charge)
3. How to connect with Him (No more fear of Alone—prayer/communing with God for seekers/initial unbelievers)
4. Finding the Savior who found you first (No more fear of Guilt—Calvary narrative)
5. Following Him (No more fear of Lost—accepting the Savior narrative)
6. The Sabbath (No more fear of Exhausted)
7. Death (No more fear of Death)
8. Baptism (No more fear of Shame)
9. 2nd Coming (No more fear of the Future)

How to Watch Hope Trending

Hope Trending will be experienced through Watch Parties, a gathering of friends and neighbors. There are two possible venues.

1. Watch Parties in a Physical Location

First, many will be hosting Watch Parties in places like their homes or local church. This will be a great experience for those that live in closer proximity to each other and who will be able to attend for the nine nights. For this venue, our recommendation is to watch Hope Trending live on [Hope Channel](#). They offer a wide variety of viewing options including DirecTV, Satellite, and Roku. For additional information on viewing Hope Trending on visit hopetrending.org/watch.

2. Online Watch Parties

The second venue will be Watch Parties that take place online. In cases in which people live farther from each other, this will be a great option to gather digitally.

The online Watch Parties will be facilitated through two primary mediums:

Hope Trending Website

If you go to hopetrending.org, you will see a list of times and options for the Hope Trending broadcast. You can choose a convenient time, use the built-in invite tool, and invite your friends to join you in this online experience. Once the experience begins, you will be able to interact through the chat function, take notes of the evening's presentation, and even make decisions online.

Facebook Live

Because of the extraordinary reach and easy access, we will also be streaming the event on Facebook Live. You will be able to access the feed by going to the Hope Trending Facebook page at facebook.com/hopetrending.

Role of the Pastor

1. Your primary role in Hope Trending is to facilitate local church involvement and participation with Watch Parties, in coordination with your local church elders and church board.
2. A Watch Party team is composed of 3-4 people:
 - a. A leader who facilitates discussion in the group
 - b. A host who opens their home to meet
 - c. A prayer coordinator
 - d. A technical assistant (if necessary)
3. You can facilitate participation in several ways
 - a. You can use these bulletin inserts to let your church know about the event. You can get these resources at hopetrending.org/pastors.
 - b. If you already have an idea of who you think would make a good leader, you can approach them directly and invite them to lead.
 - c. You can make an appeal for leaders at church and place an announcement in the bulletin. This would allow you to consider people you might not normally think of. The two major requirements to lead/facilitate a Watch Party are to be a member of your local church and be spiritually mature.
 - d. Using the downloadable [card](#), you can invite people to lead or host a Watch Party. Here is the primary decision on the card:
 - i. I am willing to serve on a Watch Party team as a leader, host, or prayer coordinator.

Note: Please be familiar with the three main positions of a Watch Party team: leader, host, and prayer coordinator. As you make a public invitation to your church using the card, take a moment to briefly explain what is involved with each position. After people fill out the card, make sure they are collected and turned in.

- e. Once you receive the cards, please make a personal follow-up with those interested and encourage them to form teams. They should then register on hopetrending.org to receive further resources.
- f. Consider preaching a mini-series where you preach on values of service, prayer, and evangelism. During the series, you can use the [Commitment Card](#) to invite people to join teams.

4. To Print Before Hope Trending Begins

- a. You are responsible for making sure four items are professionally printed:
 - i. The church bulletin inserts.
 - ii. The decision cards for being a part of the team.
 - iii. The prayer card to pray for five of your friends to invite.
 - iv. The study and discussion guide that will be passed out nightly to guests.

Note: In order to maintain the integrity of the branding, please have these resources professionally printed at a place like Kinkos, Staples, or another print shop.

5. During Hope Trending:

- a. Plan to visit the different Watch Party groups your church is hosting. Make sure to let the leaders know ahead of time.

- b. After the guests leave, stay a few minutes and debrief with your local leaders for support and further coaching.

Role of the Watch Party Leader

1. You will lead a team of 2-3 people:
 - a. Host: This person opens their home for the watch party to meet. In rare cases, the leader and the host may be the same person, but it is not advised.
 - b. Prayer coordinator: This person is actively participating and praying for the guests in the home.
 - c. Technical assistant (if necessary): This person ensures that all the technical aspects of streaming the event go smoothly.
2. Your primary role will be to facilitate discussion and interaction in the group with the guests. You can think of it in terms of being a small group leader.
3. Make sure to have printed out ahead of time:
 - a. The Watch Party agenda. This will help you stay on track with time.
 - b. Nightly outline of the message and discussion guide. These can be downloaded in your leader's resources section.
4. As soon as the team is established, begin gathering to pray and to determine who you will invite to the Watch Parties. You may download a *Prayer Card* to aid you [here](#).

Role of the Host

1. The primary role of the host is to provide a casual and comfortable environment for the guests.
2. How to ensure a positive experience:
 - a. One key is to make sure your home is as easy as possible to find. Consider tying some balloons to your mailbox to make it stand out. If you live in an apartment, consider putting a sign on the front door that says, “Welcome to Hope Trending. Come in!”
 - b. Think about burning some candles with a welcoming scent 30 minutes before people arrive. We often become blind to our own smells, so having a familiar fragrant scent in the air contributes towards a welcoming experience. Note: Avoid heavy artificial scents as they may contribute to headaches or allergies for some people.
 - c. Make sure guests know the location of the bathroom(s).
 - d. Introduce yourself to the guests and immediately begin introducing guests to each other.
 - e. Invite them to grab a snack or a drink.
3. Technical responsibilities
 - a. Because people will watch and experience Hope Trending from your home, it’s very important you’re familiar with how to access the series. If you need help, you can find an assistant to help you with the technical aspects of accessing the live stream.

- b. Turn on the live feed ten minutes before Hope Trending begins to make sure your connection is ready.

Role of the Prayer Coordinator

1. The primary role of the prayer coordinator is to be spiritually tuned and in prayer during the gatherings and during the series.
2. The prayer coordinator can also receive prayer requests from attendees and intentionally pray for them during the week.
3. The facilitator will be focused on leading the question time after the presentation. The host will be focused on preparing the home so the guests have a pleasant experience.
Your job is to be in a mode of prayer each night. As you're engaging with guests, you're praying. As the speaker is presenting each night, you're silently praying for the guests with you at your local site.

Role of the Technical Assistant

1. The role of the technical assistant is to ensure that everything is ready and working from a technical perspective so that the live stream can be accessed.
2. If gathering for a physical Watch Party, your group should consider investing in a streaming device such as a [Roku](#) to access the Hope Channel, or a device like [Google Chromecast](#) to send the stream from your computer to your television set.
3. This is a great role to involve young people.
4. In coordination with the host, the technical assistant will help decide what will be the best option for accessing Hope Trending.
5. In rare cases, one or two of the roles may be done by the same person. For example, if the host feels comfortable with the technology, they can provide for their own technical needs.

Pray and Invite Strategy

The recommended invitation strategy for this event is a personal invitation.

Make a list of people you would like to invite and pray for them every day. Download the free tool [here](#) to aid you.

Invite those you have been praying for to your Hope Trending host location.

There are many different ways to invite people to experience Hope Trending with you—such as calling and inviting them, sending a text message, reaching out on social media, or making an event page on Facebook. Remember, there are two possible venues for a Watch Party: a) physical location such as your living room or b) online Watch Party. Pick one of the live broadcast times and invite your friends using the built-in invite tool.

The more personal the method, the better—and sometimes using multiple methods serves as a good reminder.

Bring those you have been praying for to your Watch Party.

Offering to pick someone up and bring them to the event can be an effective means of making sure they actually attend. You not only help them get there, but you help make sure they don't forget or get distracted by something else.

Follow Up Strategy

The goal of Hope Trending is to begin a conversation. In churches that have already had Bible studies happening, we expect for this to be a reaping event. For some churches, though, this will be a seed-sowing event. Because of that, what happens immediately following the series is vitally important. Here are a few things to consider:

1. With Hope Trending, you are essentially forming a small group that will meet for nine days in a row. After the series is done, we encourage you to now meet once a week for the purpose of going deeper with some Bible study lessons.
2. These are Bible study lessons and resources we recommend:
 - a. **Truth Link**—This is a series available by [Light Bearers](#). They can be purchased [here](#). The series can also be accessed digitally at [TruthLink.org](#).
 - b. **It Is Written Bible Study Guides**. They can be purchased [here](#).
3. To search through a complete list of resources and Bible study guides, please go to [adventistbookcenter.com](#)
4. If you have led an online Watch Party, consider using a tool like [Flocktoc.com](#) to gather digitally for subsequent Bible studies.
5. Hope Trending is providing an online tenth presentation for Watch Parties to gather on Wednesday October 26. It will be available as an archive at [hopetrending.org](#) for your Watch Parties. We recommend that your Watch Parties now gather once a week to go deeper with a Bible Study series.

Hope Trending en Español

For those interested in experiencing Hope Trending in Spanish, a live translation of the broadcast will be made available via our website.

Para quienes estén interesados en ver Hope Trending en Español, el programa será traducido simultáneamente en hopetrending.org.

Technology Used in Hope Trending

One of the primary tools used for Hope Trending is the [Church Online Platform](#). There are a few benefits of using this platform:

1. **A chat experience with live moderators**—Those watching by themselves or hosting an online Watch Party will have the opportunity to have a live group chat experience. Trained moderators will provide guidance, encouragement, and help answer questions for those watching online.
2. **The ability to rebroadcast**—Hope Trending is a live global event allowing people in various time zones to engage in this program through the use of its live rebroadcast feature. For example, Hope Trending will be broadcast live every night at 8pm Eastern and 7pm Central time zones. A live rebroadcast will be shown at 8pm Mountain and 7pm Pacific time. Each live rebroadcast will feature live online moderators. For a full broadcast schedule go to hopetrending.org/watch/schedule.
3. **Schedule and invitation**—The schedule for all the global rebroadcasts will be conveniently shown on the *schedule* tab of the live interface. Participants can select their time zone, and select the time most convenient for them. To invite others to experience this event with you at a specific time, simply click invite, and enter the name and email addresses of the people you'd like to invite.
4. **Online decisions**—One of the most important features Hope Trending will offer, is the ability for people to make decisions online. Located next to the *schedule* tab, is an option for people to make decisions. At the appropriate time in the program, viewers will be prompted to select that option, and the speaker will walk them through the various next steps that can be made each night.

5. **The bridge between physical and online Watch Parties**—Some people will host a Watch Party in their home. For this option, the Hope Channel feed may be the most convenient. For this context, participants will watch the event from the Hope Channel feed on a television, but they will be encouraged to follow along with the notes and make decisions through their mobile device on hopetrending.org.

Devices to Stream and Watch Hope Trending

There are a variety of ways you can access the broadcast for the purpose of hosting the series.

1. Computer Using Apple TV

If you have an Apple TV, you can airplay the broadcast from your Apple computer to your TV.

The host link is hopetrending.org.

2. Computer Using Google Chromecast

This is an inexpensive option to stream the event from your computer to your HDMI enabled TV. It plugs directly into the port in the back. You can purchase one for \$35 [here](#). The host link is hopetrending.org.

3. Roku

Roku devices are an easy and affordable solution to stream media to a TV. Search for the free *Hope Trending* channel in the Roku Channel Store. For more information about a Roku player click [here](#).

5. Direct TV/Hope

Hope Trending will be broadcast on Hope TV on channel 369 of Direct TV.

6. Free Over the Air Hope TV

Hope TV channel is broadcast free over the air in the [following](#) markets and channels covering 35 million households.

Note: Make sure to access the live feed 15 minutes before the launch.

Frequently Asked Questions

1. **Is this just a local event?** Hope Trending is being broadcast from the Howard Performing Arts Center on the campus of Andrews University, but it is not merely a local event. It is sponsored by the North American Division of Seventh-day Adventists and is being broadcast to host locations all across the globe.
2. **Will I have enough time to implement Hope Trending?** Due to the nature of this program, very little preparation time is required. Pastors: you can invite your church members to host physical or online Watch Parties using the [online](#) tools, and then have them invite their friends and neighbors to the event.
3. **What if I already have something planned for this fall?** If churches already have evangelistic plans for the fall, they can still engage in Hope Trending. Here are a few options:
 - a. Send online invites directly to your Bible study interests and ask them to watch it online.
 - b. Ask your church members to invite their friends to online Watch Parties.
 - c. If your church has recently finished an evangelistic initiative, Hope Trending can serve as an effective follow-up.
4. **What will happen to Hope Trending after October 14-22?** Live chat room moderators and social media interaction will be present during the weeklong event. This will be the ideal way to experience Hope Trending. After the week is done, Hope Trending will be

archived and can be viewed on demand. This will be a convenient option for churches that have an overlapping program on those dates, but who wish to take their church members and interests through Hope Trending.