



“Without caring connections, bad things happen”

“Hardwired to connect”

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relational
values

— Healthy Relationships Begin Here —

*A global alliance empowering people
to experience and reproduce great relationships.*

Transforming communities
one relationship at a time










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THE WORLD AS WE FIND IT TODAY:

Every day we hear about another tragedy, another sad story, another broken heart. Common to all this pain are the people impacted—people who need to be loved and cared for. We all recognize that we have physical needs like eating, drinking, and sleeping, and as a culture we build our lives around these needs. It is true, we all have these needs, but they are not the only needs we have. It is our relational/emotional needs which often get overlooked but are at the heart of culture.

Culture can be organized into seven domains or areas of influence: Arts and Entertainment (Movies, Sports, Drama, Concerts, etc.), Business, Education, Family, Government, Media (sources of news like Radio, TV, Internet, Social Media, Blogs, etc.), and Religion.

Think about a stream...downstream we see the results of upstream issues. It is upstream where our efforts have the most effect. Below, take a look at how Relational Values Alliance is addressing culture and communities upstream!

DOWNSTREAM symptoms:	UPSTREAM strategies with Relational Values Alliance:
Disengaged workers, poor conflict resolution, decreased creativity, poor people skills...	 <p>Businesses investing in employee relational skills through RVA workshops. Companies integrating social/emotional learning as part of their management development strategy.</p>
Poor performance, behavioral problems, dropouts, depression, suicide, shootings...	 <p>Accredited social/emotional courses for college and High school. The Whisper Movement, a student-led initiative fostering relational conversations. Third grade mentoring in reading skills.</p>
Broken families, abuse, addictions, abandonment, infidelity, homelessness...	 <p>Free Relational Values workshops educating adults, teens, and children with relational skills. Support of caring communities to address homelessness, domestic violence, and sex trafficking.</p>
Lack of trust, integrity, compassion, true justice, corruption exhibited...	 <p>Free premarital workshops sponsored by state and local governments. Relational skills training integrated into job placement programs, social services, and refugee resettlement.</p>
Lack of empathy, blurred truth, cyber bullying, divisive rhetoric...	 <p>Positive, encouraging Social Media and traditional media campaigns and blogs educating people with practical soft-skills and promoting Relational Values throughout the community.</p>
“Heroes” and role models promoting immorality, broken ethics, failed relationships, corruption...	 <p>Organizing Comedy Date Nights, family friendly concerts and festivals as well as facilitating public marriage vow renewals, at local sporting events for example.</p>
Extremism, compromised values, lack of relevance, moral failures...	 <p>Gifted retreats and free Called2Love Workshops, mentoring faith leaders in a Relational Theology.</p>

IMAGINE A DIFFERENT FUTURE FOR YOUR COMMUNITY:

Imagine seeing Relational Values such as: family, generosity, gratitude, compassion, justice, reconciliation, integrity, peace, and legacy as the heartbeat of your community! Imagine a world where acceptance, approval, appreciation, encouragement, and respect were prominent and lived out in caring community.









HOW CAN I BE A PART OF REVITALIZING OUR COMMUNITY?

RVA Partner

These are businesses, organizations, and individuals who are passionate about mitigating the DOWNSTREAM symptoms which plague our communities by engaging in the UPSTREAM solutions offered by RVA.

Strategy: Alliance Partners promote RV workshops and trainings as an added value investment in support of their mission and vision.

Engage FREE Relational Skills Training to serve their staff, donors, supporters, volunteers, and clients. Trainings like:

-  Relational Health
-  Keeping Marriages Healthy
-  Emotional Wellness
-  Relational First Aid
-  Social Emotional Learning
-  Practicing Kindness
-  Cultivating Gratitude
-  Hope-filled Thinking

Examples of Community Partners:



-  Public / Private Schools
-  Colleges / Trade Schools
-  Businesses / Major Employers
-  State / Local Governments
-  Churches / Synagogues / Mosques
-  Social Service Agencies / Non-Profits
-  Foster Care & Adoption Organizations
-  TV / Radio Stations / Social Media Platforms
-  Marriage enrichment organizations
-  Bridal Shows and Shops
-  Musicians
-  Comedians
-  Concert Venues
-  Sporting Event Venues
-  Festivals

RVA Sponsor




These are businesses, organizations, and individuals who want to invest financially in community transformation through relational health education. Often these sponsors have a current ROI in marketing and advertising and would simply reallocate a portion towards RVA sponsorship. Other sponsors view RVA support as community investment and therefore direct their support as charitable donations through our 501c3 partner the Great Commandment Network.

Strategy: A first year goal of \$30,000 in Relational Values sponsorships will be MATCHED by RVA for a total 2020 Sponsorship goal of \$60,000.





Typical Sponsorships:

-  \$250 – \$500 monthly for area-wide / statewide
-  \$1000 – \$2500 monthly for multi-state / national
-  Some “in-kind” sponsorships are available (i.e.: food, meeting space, etc.)

Sponsorship Exposure Opportunities:

-  Featured Sponsor recognition on RVA’s monthly newsletter with a regional and national reach
-  RVA’s website, geo-targeted social media sites, blogs, and podcasts (optional faith-based cross-promotion)
-  Regular event exposure at Bridal Shows, RVA Workshops, Comedy Night events, school initiatives, and faith community events.
-  Broadcast media options available
-  Recognition at RVA training events

Additional Sponsorship Advantages:

-  Priority registration at RVA events for sponsors, employees and guests
-  Optional faith-based trainings for enrichment of faith, marriage, family, and friendships
-  Sponsor-only gatherings for assessment, visioning and strategy building
-  Discounted pricing on RVA/GCN ticketed events (i.e.: Comedy Nights, IMAGINE Leadership Summits)