

Guide to raising money for Women Build 2022



Asking for money can seem like a daunting task. But when you believe in a cause and follow a few simple tips, you can accomplish your goal. Before you begin, review some of these suggestions to help you effectively reach your goal.

Tip #1: Kick it off with your own donation.

Let others see your commitment by making the first donation.

Tip #2: Set a meaningful goal.

Be confident and clear about the amount you hope to raise and share how these funds will make a difference. Don't forget to keep folks updated — especially at the halfway point and when you're close to reaching your target!

Tip #3: Reach out directly to the people close to you.

Let your inner circle be the first to know about your project by emailing or private messaging them individually or as a small group. Ask them to stand with you as the first people to donate.

Tip #4: Ask more than once.

People may miss emails or forget to follow up. Don't assume that someone who didn't give right away is not interested. Reach out more than once and through several channels (e.g. email, direct letter, social media, in-person) during the course of your campaign.

Tip #5: Use social media to spread the word.

After your kickoff message about your fundraiser and why you're doing it, share updates about how much you've raised, special thanks to recent donors, an occasional daily challenge for donations, pictures or video clips related to the project, etc. Be creative!

Tip #6: Share your passion.

If you are passionate about Habitat for Humanity's mission, your friends and family will feel it. On your fundraiser page and in your communications, share what you love about Habitat for Humanity and why you started your campaign. Include photos.

Tip # 7: Make it easy to give.

Put the link to your fundraiser page in every social media post and email about your fundraiser as well as in your email signature during the duration of the campaign.

Tip #8: Thank your donors.

Thank each donor within a day or two of their gift. Make it positive and personal. Your acknowledgment is their first reward for giving their time and money to support your fundraiser.

Tally it up to \$500

Here are 10 actions that can quickly lead you to raising \$500. Have a larger goal? Adapt these actions and amounts to your specific campaign!

**Show your commitment
and contribute to yourself \$25**

+

**Ask three key family
members or friends to
match your donation \$75**

+

**Ask 5 friends to sponsor
you for just \$10 each \$50**

+

**Ask your co-workers to
sponsor you for \$5 each
(5 co-workers for \$5) \$25**

+

**Ask a vendor/supplier
from your company
for a Donation \$50**

**Ask fellow members of a club/
organization (5 people for \$10) \$50**

+

**Reach out in-person to
businesses that you visit often \$40**

+

**Regularly share your fundraising
campaign on social media \$100**

+

**Ask someone who has previously
asked you for a donation \$10**

+

**Ask your boss for a
company contribution \$75**

\$500



Women Build 2022 Fundraising Toolkit

General Event Information

Event Date and Time: Women Build 2022, June 4, 2022 8:30 am – 3 pm

Event Description:

Women build is an opportunity for anyone who identifies as female to join together to build stronger, safer communities. Volunteers will spend the day together to perform critical repairs at Whispering Pines Cooperative. These homes need your help to ensure the homeowners' can remain safely in their homes.

Email

Suggested send date of ASAP and we suggested adding a sentence or two about why you are volunteering for *Women Build* and supporting HFH Island County's mission.

NAME,

I'm reaching out today because on Saturday, June 4th I am volunteering for Women Build with Habitat for Humanity of Island County, and I hope you will support me by contributing to my fundraising page!

This past year, the Covid-19 pandemic may have changed how we bring people together, but the need for community and hope has never been greater. HFH Island County is about building community, restoring hope, and creating a world where everyone has a decent place to live. Please join me in supporting the impactful work of an organization I believe in and give to my fundraising page today!

Donate here: [Link to your fundraising page](#)

Your Name

Social Media and Text

Post #1:

We suggest posting ASAP.

Hi Friends! I am volunteering at Habitat Island County's Women Build and I am raising funds to support their work. I care about Habitat Island County's mission because I want everyone in my community to have safe, affordable housing. Please help me reach my goal and make a gift today. [Your fundraising page link](#)

#WomenBuild #community #givingback

Post #2

We suggest posting Tuesday, 5/31.

Women Build is almost here. We will be at Whispering Pines Cooperative tackling projects that will enable the homeowners to remain safely in their homes. I will be there getting my hands dirty, and I need your support! Please donate today to my fundraising page and help me reach my fundraising goal. *Your fundraising page link*

#WomenBuild #community #givingback

Post #3

We suggest posting Thursday 6/3.

I am excited to spend the day making a difference with Habitat for Humanity of Island County as part of Women Build on June 4th! I'll be volunteering and my team needs your help to reach our fundraising goal. Please donate today! Every dollar and drop of sweat make a difference as Habitat Island County works to build homes, community, and hope. *Your fundraising page link*

#RockTheBlock #community #givingback

Day of Post

We suggest posting the morning of Saturday, 6/4.

Women Build is TODAY and I am excited to get out of the house to do some good in my community. Please support me and this project day by making a donation to my fundraising page! Every dollar makes a difference, and if the pandemic has shown us anything, it is the importance of chipping in and coming together as a community. *Your fundraising page link*

#RockTheBlock #community #givingback

THANK a donor with this message:

Thank you {@nameofdonor} for donating to support me and this important cause! Together are building community and hope throughout Island County

CELEBRATE your successful campaign with this message:

We did it! With your support, I raised {\$TOTAL} for @HabitatIslandCounty. Women Build was a great day and it felt so good to be serving my community. Thank you to everyone who gave to my fundraising page. Together, we are helping @HabitatIslandCounty deliver its mission of building homes, communities, and hope.

Sample Letter/Email Template

[Date]

[Name]

[Address]

[City], [State] [Zip Code]

Dear [NAME],

Today, I am writing to ask for your support. I have pledged to raise \$[GOAL AMOUNT] for Habitat for Humanity of Island County over the next several weeks.

Why am I doing this? Because Habitat for Humanity is important to me. [Insert a few sentences here. Refer to your reflections from the email].

Habitat for Humanity is dedicated to eliminating substandard housing locally and worldwide through building, rehabilitating and preserving homes, by advocating for fair housing policies, and by providing training and access to resources to help families improve their shelter conditions. If there is one thing I want to emphasize to you it is that Habitat's vision is to create a world where **everyone** has a decent place to live. And here in Island County, Habitat for Humanity is actively changing the lives of local families. More than 60 families have partnered with Island County Habitat to build and purchase a decent, affordable place to call home. Dozens more have benefited from the Critical Home Repair program. In fact, on June 4 I will be helping repair homes such homes as part of Women Build 2022. The money you donate will help pay for the materials needed for these repairs.

I need your help to ensure that Habitat for Humanity of Island County can continue its important work. My goal is to raise \$[insert amount] so that more families here in Island County can have access to safe, affordable homes. Can I count on your support? [OR: Will you consider making a donation of \$[amount]?] Every dollar makes a big difference. You can give online by going to [insert link to personal fundraising page] or you can mail a check to [insert mailing address].

By supporting Habitat for Humanity of Island County, you are demonstrating your belief in me and in a world where decent shelter in decent communities should be a matter of conscience and action for all.

Thank you in advance for your support.

With gratitude,

[your name]



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[Name]

[Address]

[City], [State] [Zip Code]

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