

Fundraising Guide



Thank you for your interest in fundraising for DuPage Habitat!

Every day is an event. Every day, birthdays are celebrated, races are run, and dinner parties are hosted. These activities are more than hobbies. They're more than socializing. They're opportunities to raise funds for hard-working DuPage County families!

You can share your passion for affordable housing and fundraise for Dupage Habitat for Humanity. Every dollar you raise will help build and preserve housing for your neighbors, ensuring a more equitable and more diverse county for us all.

We'll be with you every step of the way. We've got all the resources, tips, tools and facts you could ever need to become a fundraising star. So get out there, and turn your passion, your hobby or your milestone into safe, decent and affordable housing for DuPage County families.

If you have any questions, contact
Kourtney Gallagher at 630-510-3737 X306
kgallagher@gohabitat.org



There's no wrong way to fundraise – let your creativity take over. You can...

- Donate your birthday
- Run a race, no matter the distance
- Throw a party
- Bike across the county
- Host a concert at a local coffee shop by a friend's band
- Encourage wedding guests to give
- Host a bake sale at work, in class or in your neighborhood
- Train your cats to perform an elaborate circus act!
(Well, maybe not this one, but we would like to see it)



About DuPage Habitat For Humanity

OUR MISSION: Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.

OUR VISION: A world where everyone has a decent place to live.

What We Do



We build and preserve homes



We unite communities

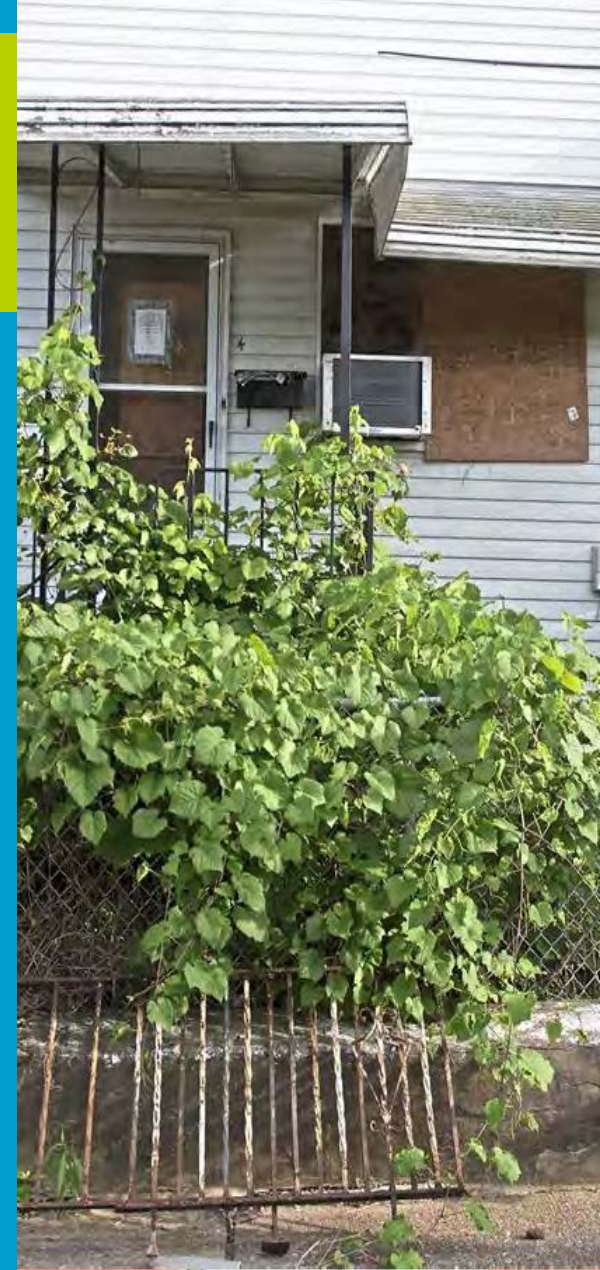


We advocate for affordable homeownership

THE NEED

for affordable homeownership:

- More than one-third of households are severely rent burdened
- 1 in 6 families pay half or more on housing
- When families spend disproportionately on housing, they are forced to make impossible choices on other basic needs such as food, health care, and transportation



THE BENEFITS

of affordable homeownership:

- **Physical & financial stability**
- **Improved education**
 - 65% of children have improved grades
 - 59% of children have better classroom behavior
- **Better healthcare**
 - Decrease in mold, pests, and other unhealthy living conditions
- **Affordability for generations to come**
- **Increased civic engagement** (Community involvement, volunteering, etc.)





Who we serve

- Low- to moderate-income DuPage County residents
- Families and single individuals
- Must earn between 50% and 80% of the area median income (AMI)
- First-time homeowners
- Must have a credit score of at least a 620
- Must invest “sweat equity,” or volunteer labor, into their home and other Habitat homes
- Families commit to an affordable 1% down payment, 30 year 2% fixed interest rate mortgage

Additional Initiatives



women BUILD

Locally, hundreds of women come together to take action against unaffordable housing through fundraising and volunteerism to create a lasting impact in our community.



The ReStores are home improvement stores that sell affordable building materials and new and gently used furniture, appliances, and household goods at discounted prices. All proceeds help families build or repair a decent affordable home.

Fundraising Ideas, Tricks & Tips

IN THIS SECTION, we'll share how to make the most of your fundraiser, from emails to social media examples!

Getting Started

1 Set up your personal fundraising page by clicking [here](#).

2 Once you've set up your fundraising page, complete the three following items:

Make a donation to your own campaign.

Your friends, family and coworkers are more likely to give if they see that someone else already has. And who better than you? Making your own donation shows them that you are serious about meeting your goal and helping transform lives and communities in DuPage County.

Personalize your fundraising page.

Get personal and tell your supporters why you care about DuPage Habitat for Humanity and why you are working so hard to raise the needed funds and awareness for affordable homeownership (a paragraph or two will do!). Remember that while your supporters care about the mission of DuPage Habitat, they primarily care about you.

Reach out to your inner circle.

Send individual emails to 5-10 of your closest people. Getting your inner circle on board and donating will help your fundraising build momentum. These 5-10 supporters should be the people you feel most comfortable with. It will be a "no brainer" to ask them to donate.

Research shows that fundraisers who complete these items within 30 days of launching their campaign have a greater chance of meeting their goal!

Make your fundraising splash!

Visualize your fundraising strategy like the splash and ripple that happens when you drop a pebble in water.



SPLASH

Send your “Inner Circle” email to 5-10 very close contacts (usually your family and a couple of close friends). Your closest contacts are the ones most likely to give to your fundraising effort and will build your foundation of support.

RIPPLE 1

Send an email to 10-15 of your close contacts (usually 10-15 of your closest friends).

RIPPLE 2

Send an email to as many other contacts as you can that you feel comfortable reaching out to -- usually your co-workers, friends of friends, distant relatives, and others in your email contact list.

RIPPLE 3

Post your fundraising page to the social media sites you use. Make sure to include a snippet of why DuPage Habitat is important to you and how close you are to making your goal. Studies show that the closer you are to your goal, the more likely people are to give to support you. People really want to be a part of a “movement.”

Tips for writing to your inner circle

MAKE IT PERSONAL

Don't feel like you have to stick to the pre-written template email. You know your inner circle best. Write the email for each person so that it is unique to their personality and include what will resonate with them.

TAILOR YOUR MESSAGE

Tailor your message to the specific person you're emailing. Do they like short emails with bullet points? Do that! Do they like longer emails that explain background and have a good story? Do that!



DON'T FORGET THE REASON YOU'RE EMAILING THEM

Make sure you include a direct request for a donation and the link to your fundraising page.

Social Media Tips



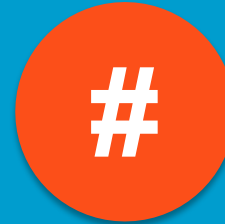
SET GOALS

Break down your fundraising goal into smaller goals (\$200 week one, \$500 by the halfway point, etc.) and use social media to show your progress towards those goals. Ask people to help you meet each of these goals.



TAG, YOU'RE IT!

One of the best ways to use social media is to tag your supporters who have already donated in a thank you post. Not only is this a great shout out, but also allows the post to show up to their networks as well. This also helps build the sense of “movement” that will get people donating!



USE HASHTAGS

Using hashtags (#) means that your posts join others using the same hashtag, creating a conversation and a network of images. They are also a great way to get people who aren't involved in your campaign to see the posts and learn more. Use relevant hashtags like [#dupagehabitat](#), [#affordablehousing](#), [#fundraiser](#), etc.

Social Media Tips



DON'T "ASK" IN EVERY POST

Share photos, updates, or stories of the families you'll be helping through your fundraising. Post an inspirational quote or other inspiring images.



USE THE SHARE FUNCTION

Your fundraising page has its own sharing tools. Share directly from that page to share your personal story of why you're fundraising, or link directly to your fundraising page for easier donations.

Follow up. Check in. Remind.

Share your goals.

Use the goals you set as a natural follow-up schedule. Your email can easily get lost in an inbox, so use the goals as a way to follow up, check in, or remind people of that you're trying to accomplish. It's a great way to include your progress and ask for their support.

Tell your story.

Make sure to include stories when checking in and a reminder of why DuPage Habitat is important to you. If you've come across any good blog articles or have seen related stories in your social media newsfeeds or in your daily reading, include those as well.

Offer to match all or a portion of funds raised.

Examples that fundraisers have done in the past: matched dollar for dollar, donated \$10 for every person who donates, match up to a certain dollar amount.

Be social.

Don't limit your follow up to emails--use social media as well. Often seen as a less intrusive medium, people are more receptive to frequent updates through social media.

Thank, thank, and thank again.

Your personal fundraising page will send an automatic thank you email when a supporter donates to your fundraising effort. However, you should also try to thank each one individually, whether that's through a social media shout out, personal note, or phone calls.

Think outside the computer...

Email and social media are not the only ways to meet your fundraising goal. Create special events or memorable experiences for your friends and family and charge a cover donation to join in on the fun.

You know your supporters and what they like to do. Use what excites them to help you meet your goal!



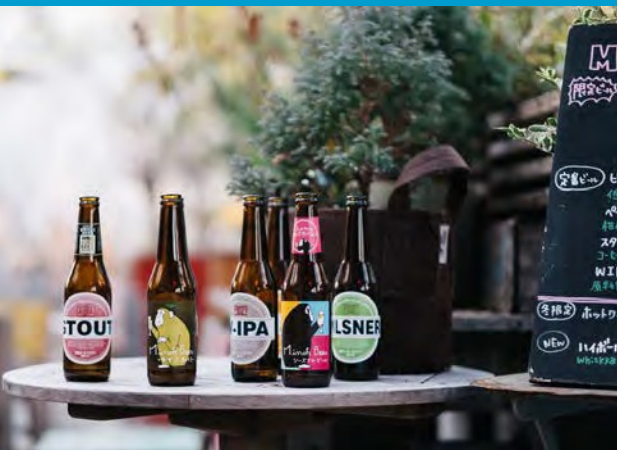
Host a yoga class



Fun runs and other athletic events



Invite friends to a fundraising brunch



Organize a happy hour



Donate your birthday



Coordinate a bake sale



Thank You!

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