



fundraising for strength stability self-reliance



getting started &
being wildly successful
on my.habitatchicago.org

getting started

signing up

There are two ways to get yourself signed up for your own custom fundraising page:

1. Your Team Leader/Group Coordinator or someone from the Habitat Chicago staff will send an email inviting you to join your team. Follow the link in the email and create your credentials.
2. You can get started on your own by navigating to my.habitatchicago.org and finding your team from the Teams section in the middle of the page. Click into your team and hit the button “Join Our Team” and follow the prompts.

To return to your page in the future, go to my.habitatchicago.org and select the “Login” button in the upper right corner.



creating your individual page

A great fundraising page is personal. Yes, you are fundraising for Habitat Chicago (and we love you for it!) but people give to people – and you are in the spotlight here! So, spend a little time right at the start customizing your page!

The platform makes it easy to personalize your page. The first time you login to the website, you'll follow three easy steps to start your fundraising page.

We do suggest making a starting donation to your own page (even if it's small!) so you can show your friends and family that you, too, think the mission is worth investing in.

Getting Started Step 1 of 3
Update Your Personal Image

There are two ways you can update your image:

1. Upload an image from your computer.
2. Import a Facebook or Twitter profile picture.

Upload image from your computer

+ Or +

Import image from Facebook or Twitter

Skip

Getting Started Step 2 of 3
Donate to Your Team Goal

To kickstart your fundraising campaign, be the first to donate.

Donation Amount:

\$

First Name (on card) Last Name (on card)

Habitat Chicago

Billing Address

Card Number Exp CVV

MM YY

Donate

Skip

Getting Started Step 3 of 3
Create Custom URL

Your personal URL is a direct link to your fundraising page. It can be anything from your name to something interesting or exciting. Use this URL in all your email blasts and social networking posts.

my.habitatchicago.org/womenbuild2016/example

Create my URL now

Close

your story

personalize your page

When you finish those three steps, you'll land on your page. Use the tasks outlined along the right of the page to make your page 100% you. Start by choosing "**Personalize Your Page.**"

Follow along and try to tick off as many of the list as possible. Again, the more personal, the more successful you'll be!

For an **Effective** Campaign You Should:

- ✓ Create Custom URL
- ✓ Update Your Personal Image
- ✓ RSVP for Women Build 2016
- ✓ Create or Join a Team
- ✓ Update Account Details
- * Personalize Your Page
- ✓ Update Your Goal
- * Donate to Your Team Goal
- * Connect to Your Social Networks
- * Send a Fundraising Email
- * Post a Message to a Social Friend

The #1 thing you can do to set up a compelling page is to **tell your own story**. You can do this by:

1. Editing the canned text in body of your page. What should you say? Tell people **WHY this is important to you**, what you are trying to achieve, what you are looking forward to! Show your personality here. This is important work, making sure people have decent, affordable living situations, but that doesn't mean you can't be charming and funny if it's you!



2. Upload photos and videos! If you've been on a Habitat project before, throw those photos up there. If not, how about recording a quick message to potential supporters? People love visuals – go ahead, make them happy!



let's go!

You just worked hard to make an awesome page. What's next? It's time to ask people to contribute. Yikes, you say??? Don't worry, no one thinks they are a natural fundraiser until they realize it doesn't have to be that hard. Remember these three tips and you will be brilliant!

top tips for fundraising success

1 ask

People give because they are asked, it's that simple. People love supporting people they know. Don't forget, when you ask, you are advocating for families who need your help. You'll be surprised by the support you get simply by asking for it.

2 be persistent

Everyone is busy these days and it sometimes takes seeing a message a few times before we remember to act on it. Someone's silence after one or two message does not mean they don't care (or find you annoying!) – it's much more likely that they just haven't gotten around to giving. Polite, consistent reminders are critical to finding those two minutes when someone will have time to give!

3 make it specific

You can make it really easy on the person you are asking by being specific (thus helping with the tip above). Personalize the ask - "Mom, will you help me help a Habitat family by donating \$30 to my goal?" This will help the person you're asking know exactly what you're asking for and increase the chances of giving.

getting the word out

email



Ready to go? Start by clicking “**Send a Fundraising Email**” on your task list or the “**Promote via Email**” tab along the left of the page (both will take you to the same place!)

Let the website do the work for you! Import contacts directly from your contact book and use the outreach templates provided to request support from your network. Feel free to edit the emails as you like.

A screenshot of the 'Add Friends Manually' form. It features a green 'Add from Contact Book' button at the top. Below it, the 'Add Friends Manually' section has two input fields: 'Email' and 'Creating'. A green 'Add Email' button is located to the right of the 'Creating' field.

Template:
Ask people to donate to your page-
Note: please review and edit the email before sending.

social

Keep sharing! Connect your page directly to your social media accounts by using the “**Social Auto-Post**” tab, which allows the website to automatically post updates to your accounts each time someone supports your goal.

Or you can keep it simple - post updates when YOU want using the suggested language on the “**Promote via Social Media**” page.

A screenshot of the 'Promote via Social Media' page. At the top, there are three buttons for 'facebook', 'twitter', and 'LinkedIn'. Below these, the 'Post to Your Facebook Wall' section is active. It includes a 'Title' field with the text 'Join me in raising 5000 toward Women Build 2010. Together we can make a difference!'. There is a 'Select Image' section with the Habitat for Humanity logo and a 'Message Body' section with a pre-written fundraising message. A green 'Open Facebook Sharing' button is at the bottom right. At the very bottom, there is a 'Share on Facebook' button.

stay in touch

People are giving! What do I do?

Your hard work is paying off. Now be sure to thank your supporters! Travel to the **“My Fundraising Report”** page to send thank you messages directly to your donors.



Donor Name	Donor Email	Date Received	Amount	Status	Type	Toward Builder	Action
St. John Stone Community	N/A	3/29/2016	\$175.00	Verified	Check	N/A	N/A
James R.	████████@gmail.com	3/11/2016	\$50.00	Verified	Credit Card	N/A	Send Email
████████	████████@gmail.com	3/2/2016	\$25.00	Verified	Credit Card	N/A	Send Email
Midwest Augustinians	████████@gmail.com	3/2/2016	\$3,000.00	Verified	Credit Card	N/A	Send Email

<- send from here

What if I receive cash or check donations?

If you receive checks or your donors prefer not to give online, they will still count towards your goal! Just mail to:*

Habitat for Humanity Chicago
1100 W Cermak Rd. Ste. 404
Chicago, IL 60608

*Be sure to write your name in the memo line or on a note so we can credit your online page with the donation amount.

*It can take us up to a week to process an offline donation and have it appear on your page.

Did your donor accidentally donate to the wrong team or person? If someone meant to donate to you, but the gift went to the wrong team or member, don't fret! Simply contact gifts@habitchicago.org. Include donation date, amount, donor first name, donor last name, and who the gift should be credited to.

hey, you're pretty great

Questions, Ideas?

We are here for whatever you need!

Contact:
gifts@habitatchicago.org
312-563-0296 x10



THANK YOU

We can't thank you enough for stepping up to support this critical work of ensuring stronger, safer more hopeful futures for Chicago's families and neighborhoods.