



FUNDRAISING POINTERS

THE BASICS:

- Personalize your fundraising page. Update your profile picture to be a photo of you and edit the text on your page to reflect why **you** believe in the Habitat mission.
- Donate to your own page right at the start. Even a \$5 donation will show your potential donors that you believe the Habitat mission is worthy of investment.
- Develop a calendar of whom you're going to ask for support and when. Consider your friends, family, co-workers, and extended circles. Think of people who are on your holiday card list, people whose philanthropic efforts you've supported in the past, people who'd like to do business with you, and so on.
- Make your requests specific - "Mom, will you donate \$50 to my Habitat fundraising page?"
- Let it be known that you're fundraising! Add a link to your fundraising page in your email signature. Make an "Ask me about Habitat!" button to wear with pride. When someone asks, "How are you?" use it as an opportunity to talk about your fundraising goals.
- Try to engage in as many 1-on-1, face-to-face conversations as you can. It's harder to say no in-person.
- If you hit your goal (which we know you will), don't be afraid to increase it and keep going.

SOCIAL MEDIA:

- Use social media to spread the word, posting early on in your campaign and often.
- When you post, be sure to include a photo or, even better, a video! Posts with media content are significantly more likely to come up in someone's feed.
- Don't be afraid to send direct messages. People WANT to see positive messages on social media.
- Update your profile pictures and/or cover photos to display that you're fundraising for Habitat. Link to your fundraising page in your photo captions and account bios!

SAY THANKS:

- Every time someone donates to your page, say thanks! You'll have their emails and/or mailing addresses available in your fundraising HQ to send a thank you note.
- When someone makes a donation, highlight his/ her support on social media and tag your friends with a challenge to match the donation. Peer pressure is a real thing!

TEAM WORK MAKES THE DREAM WORK:

- Get your workplace involved. Don't overlook corporate matching-gift programs. Contact gifts@habitchicago.org for any organizational info you need.
- If you're fundraising as a team, work together! When someone posts on social media, be sure to like and comment on their posts. Tag each other to help boost awareness.
- Consider setting up a group fundraiser – most restaurants and bars will allow you to host an event and will donate a percentage of the profits to your team. We have more group ideas [here](#).