



ANNUAL BENEFIT 2021: FUNDRAISING TIPS AND TRICKS



Fundraising might seem daunting at first, but we promise it can be an easy, fun, and rewarding endeavor. Try these tips and tricks to make it a little easier.

Step 1: Make a Donation to Your Own Page

Show your potential donors that you're dedicated to Habitat Chicago and our mission! When they see that you made a donation to your own page, they'll be more inclined to donate to you as well.

Step 2: Set Your Personal Fundraising Goal

We're asking each Annual Benefit participant to bring in an average of \$500 to hit our shared \$150,000 goal, but we encourage you to choose the number to that feels right for you.

Step 3: Break It Down

Once you know what your fundraising goal is, it's time to break it down and make it feel more manageable! If your goal is \$500, consider making 10 asks of \$75—this gives you some wiggle room in case some folks may not be able to give at this time.

Step 4: Develop Your Outreach List

Think about the network of supporters you have in your life—it's probably bigger than you think! Make an outline of your social circles. Ask yourself who:

... is on my holiday card list?

... do my family members work with?

... attends my place of worship or health club?

... do I work or volunteer with?

... was in my fraternity/sorority?

... did I play sports with in High School?



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Step 5: Craft Your Message

Your participation in the Annual Benefit matters to you so let your supporters know that. Think about why the Habitat mission is important to you and let your supporters know why! Here are some starting questions to help you reflect:

- Is it the emotional connection of knowing you are helping families live in happy and healthy homes?
- Do you love being a part of a community that helps provide children and families with a stable foundation for the future?
- Are you fundraising to help close the racial inequities in housing and neighborhood conditions in Chicago?

Step 6: Make Your Ask

Our daily interactions have changed quite a bit this past year, but don't let that change your approach when making your ask! Video calls have become more popular than ever, so if your supporters are up for them, reach out through video calls. If you know others prefer phone calls or texts, reach out that way. Whatever you choose, remember it's helping you get that much closer to your fundraising goal!

Step 7: Create an Accountability Calendar

When you hold yourself accountable, you're more likely to follow through with your tasks and goals. Make a weekly calendar where you block out time to reach out to supporters and follow-up on previous asks. It'll feel so good when you see donations come through and get us closer to our shared goal!

Step 8: Get Started!

The sooner you start, the sooner you'll see your fundraising goal! Starting is always the hardest part, but once you do, it becomes smooth sailing.



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Here are some more tips for fundraising. Use them in tandem with the tips from above or use them on their own. There's no one right way to fundraise!

Social Media:

- Social media enables you to reach many people at once! Harness its power by posting early and often about the great work you are doing for Habitat for Humanity Chicago.
- Utilize our social media kit which is located under Fundraising Resources on the event page! It includes posts for Instagram, Twitter, Facebook, and LinkedIn.
- Always use photos, or even videos, when showcasing who and what you're fundraising for!
- Send direct messages! People enjoy seeing a positive message on social media and if you're left "on read," be sure to follow up!
- Include the link to your fundraising page on all your social media accounts. Facebook, Instagram, Twitter, and LinkedIn are all great places to have your page easily accessible by your followers.

Saying Thanks:

- Make sure to thank every person who donates to your page! Make your donors feel appreciated by sending a "thank you." There's no wrong way to say thank you! Make a call, send an email, give a shout-out on social media, or send a hand-written card.

Teamwork Makes the Dream Work:

- Get your workplace involved, and ask your donors to do the same with theirs. Corporate gift-matching programs are a great way to include your employer in your fundraising goals. Utilize our [Matching Gifts page](#) to see how your workplace handles matching gifts to charitable organizations. [Contact us](#) if you need additional information or documentation from Habitat Chicago.
- When fundraising as a table, work together! When someone posts on social media, be sure to like and comment on their posts. Tag each other to help boost awareness.