

**Move-In for Habitat 2021**

**Copy for Social Media Posts:**

**Instructions:** Social Media is an effective tool to reach your fundraising goal by encouraging people to donate to your fundraising and helping determine how much time you dedicate to your movement in March. Also, you can reach more people and inform them of your commitment to Habitat Chicago. Below are text options to use along with a photo, to inform your followers about the Habitat mission and why it is important. Please edit and/or delete content that is highlighted.

Don’t be afraid to post often, and across multiple platforms, to reach as many donors as you can. Find other tips on other ways to use social media to help your fundraising at the end of the document.

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**Longer posts**: For platforms like Facebook, LinkedIn, or Instagram, you can include one of these longer, more detailed posts to go along with a photo to discuss more of homeownership is important. Customize as applicable.

1. Housing instability and insecurity are rising in Chicago with one in 10 residents facing inadequate housing. Housing security is critical when growing stable and thriving families and communities. Some positive outcomes that come from affordable housing are improving school performance, decreasing crime, and enhancing physical and mental health in both children and adults.

If you believe that every Chicagoan should have access to the long-lasting, life-changing benefits of affordable homeownership, then [join my fundraising team or donate to my fundraising page] in support of Habitat for Humanity Chicago’s Move-In for Habitat, where I will dedicate the month of March to an endurance challenge of my choice. [link to fundraising page]

1. This year has made us realize even more the importance of having a safe and healthy place to call home. It effects not only our health, but our financial situations, social well-being, and educational outcomes. However, opportunities for safe and healthy housing are not always the reality for many of our fellow Chicagoans, especially in Black and Brown communities.

That’s why I’m participating in Habitat Chicago’s Move-In for Habitat, a month-long, virtual endurance challenge. Join me in helping provide safe and healthy housing to our Chicago neighbors by [joining my fundraising team or donating to my fundraising page]. [link to fundraising page]

1. Did you know that over the last 10 years, the cost of housing and transportation in Chicago rose 2.03 times faster than local, household income? This forces our residents to make sacrifices in how they will spend their income for the month and year. Access to affordable housing is essential in creating safe and thriving communities for our Chicago neighbors.

That’s why I’m dedicating the month of March to participate in Habitat Chicago’s Move-In for Habitat, a month-long, virtual endurance challenge. Help more Chicagoans access affordable homeownership by (joining my fundraising team or donating to my fundraising page). [link to fundraising page]

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**Shorter Posts:** For Twitter or captions to photos on Facebook, use these shorter posts to inform your supporters of Move-In for Habitat and Habitat Chicago. Customize as applicable.

1. [Help me/Join me]...
   1. Move this March and help more Chicagoans access safe and affordable housing
   2. Move this March and help more Chicago families grow their wealth financial security and independence…
   3. Move this March and help more parents provide futures of opportunity for their children…

… [by joining my fundraising team or by donating to my fundraising page) in support of Habitat for Humanity Chicago’s Move-In for Habitat. [link to fundraising page]

1. Make a pledge to my movement and donate [$x] for every [x] minute(s) I [run, bike, walk, jump rope, read, etc.] this March. Every dollar I raise will go to Habitat Chicago in supporting their mission of providing a safe, stable, and healthy home for our Chicago neighbors. [link to fundraising page]

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**Make Sure To:**

1. Include Move-In for Habitat’s website link or your personal fundraising page link at the end of your posts, when possible: https://my.habitatchicago.org/Move-In-2020
   1. For Instagram, do not put the link in the caption. Instead, have it in your bio so your followers have a clickable link that will lead them directly to your desired page ([read more](https://blog.hubspot.com/marketing/link-in-bio-instagram))
2. Supplement these captions and posts with personal anecdotes and reasons why you support Habitat Chicago’s mission. Donors and potential team members are more inclined to support you and your connection to the event.

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**Other ways to use social media to help fundraise:**

1. Direct messages
   1. You can see who has read/seen your messages on Facebook and Instagram.
   2. Direct message anyone who responds to, looks at, or interacts with multiple things you post.
2. Instagram Stories (see it’s own folder)
   1. Beyond a standard Instagram post (Photo with caption), post a photo to your Instagram story as well.
   2. Series of posts: Post multiple stories in a row that lay out a theme or data with a progression of photos and information.
3. Thank those who donate!
   1. Give a shout out on your social media to anyone who donates (with their permission).
   2. Could be an Instagram story, Facebook post, photo with caption, etc.
4. Share photos!
   1. Share photos of you at previous Habitat events to emphasize your personal connection.
5. Work with your table team
   1. When someone posts on social media, be sure to like and respond.
   2. Tag each other in posts to help boost your signal.
6. Always use a photo or video when possible
   1. Photos and videos are more likely to come up on people’s feeds.
7. Post early and often
   1. Not every post is seen by everyone every time, so you won’t be overloading people’s feeds!