



Annual Benefit 2021

Copy for Social Media Posts:

Instructions: Social Media is an effective tool to recruit table guests and inspire them and your donors to reach your fundraising goal. 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 potential team members and donors as you can. You can find more tips on social media fundraising at the end of the document.



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

1. Homeownership is not only a powerful wealth-generating tool, but it also improves health, educational, and social outcomes for homeowners and their families. Unfortunately, due to racist housing policies (like redlining, predatory lending, racial covenants, and more), many of our Black and Brown Chicago neighbors have had a harder time becoming homeowners.

If you believe that every Chicagoan should have the same opportunity to access the long-lasting, life-changing benefits of affordable homeownership, **(join my fundraising team or donate to my fundraising page)** in support of Habitat for Humanity Chicago's 2021 Annual Benefit. **[link to fundraising page]**

2. Right now, "staying at home" is crucial to keeping ourselves, our loved ones, and our neighbors healthy, and the value of homeownership has never been more apparent. However, this is not the reality for many of our fellow Chicagoans, especially in Black and Brown communities.

If you would like to join me in helping a Chicago family access the long-lasting, life-changing benefits of affordable homeownership, [\(join my fundraising team or donate to my fundraising page\)](#) in support of Habitat for Humanity Chicago's 2021 Annual Benefit. [\[link to fundraising page\]](#)

3. Families living in affordable homes have been found to have double the discretionary income of their neighbors in high-cost housing, putting them in a position to buy health insurance, pay down debt, save for education, or start a business.

Help more Chicagoans access the financial benefits that homeownership can provide by [\(joining my fundraising team or donating to my fundraising page\)](#) in support of Habitat for Humanity Chicago's 2021 Annual Benefit. [\[link to fundraising page\]](#)



Shorter Posts: For Twitter or captioned-photos on Facebook, use these condensed, to-the-point statements about the Annual Benefit. Customize as applicable.

1. If you'd like to...
 - a. Help more of our fellow Chicagoans become owners of stable, affordable, and quality homes...
 - b. Help more Chicago families grow their wealth, financial security and independence...
 - c. Help more parents provide futures filled with opportunity for their children...

... [\[join my fundraising team or donate to my fundraising page\]](#) in support of Habitat for Humanity Chicago's 2021 Annual Benefit. [\[link to fundraising page\]](#)



Make Sure To:

1. Include the Annual Benefit website link or your personal fundraising page link at the end of your posts, when possible: <https://my.habitatchicago.org/AnnualBenefit2021>
 - a. 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](#))
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 personal passion.



Other ways to use social media to help fundraise:

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