



Annual Benefit 2021: Under One Roof

Table Host Kick-Off | February 25th, 2021

Welcome!

Today's Agenda



Welcome &
Mission
Reflection

Annual
Benefit &
Table Host
Overview

Getting
Started as a
Table Host

Fundraising
&
Engagement

Timeline &
Next Steps

Questions &
Closing



**What does a Neighborhood
mean to you?**





“A high-performing neighborhood begins with active sidewalks, alive with people and commerce, a setting enabling random connection between people. For me, it's more than a theory, a perspective, a view-point.

- Jane Jacobs (Author, Activist, Urbanist)

“A great neighborhood is an extension of your home and an extension of your family...its where you know you belong...”

- Phil Enquist (Urban Planner, Environmentalist)

“It is very, very encouraging and supportive the fact that I’m able to meet my neighbors before we even move in... We know each other through and through and we’re going to keep it that way. We like it tight knit, right?”

– Tabitha (Habitat Chicago homeowner)









..Many things to many people...

For us, every year, the road starts here.

Annual Benefit Overview

Habitat Chicago's Annual Benefit: Under One Roof

A virtual campaign bringing together Habitat Chicago supporters to fund our next affordable home!

Culminates with our livestream broadcast
Thursday, May 20th, 2021
12:00 PM – 1:00 PM CST

Livestream broadcast at
my.habitatchicago.org/AnnualBenefit2021

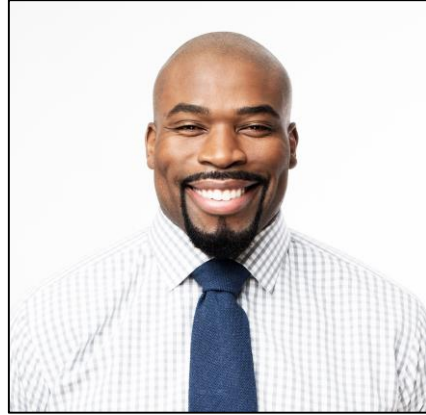
Fundraising will remain open after the livestream broadcast!



Event Line-Up



Emcee | Mike Pfeiffer
*Habitat Chicago Board of Directors
VP of Architecture, Related Midwest*



Keynote | Israel Idonije
*Retired Chicago Bear
Founder iF Charities, Impact House*



Performance | Nate Marshall
*Author, Poet, Rapper
West Pullman native*



Samir Mayekar
*Deputy Mayor for Economic and
Neighborhood Development*



Homebuyer | Joyce M.



Homeowner | Tonya M.



Executive | Jen Parks

Event Goals

Raise \$150,000 to fund construction of Habitat Chicago's next affordable home!

- \$100,000 in gifts from Table Hosts, Table Guests, and Individual Viewers
- \$50,000 in Event Sponsorships

Update and connect with current Habitat Chicago supporters

Introduce new supporters to our work



Affordable Homeownership with Habitat Chicago

Provide affordable mortgages to households that meet three criteria:

1. Need for decent housing (unsafe, overcrowded, rent-burdened)
2. Willingness to partner - volunteer and education hours
3. Ability to pay

Households purchase and move in to new homes built by Habitat staff, volunteers, and future owners in one of our focus neighborhoods (West Pullman and Greater Grand Crossing).



Why Affordable Homeownership?

Financial Benefits

- A home is typically the largest asset a family will have and its equity increases a family's wealth over time.
- An affordable mortgage gives families a predictable, controlled amount for their shelter for decades, as opposed to facing the volatility of rent increases that plague quickly-changing city markets.

Health Benefits

- Poor housing quality is associated with higher baseline symptoms of anxiety, depression, and aggression in children from elementary school through young adulthood.
- Families living in quality affordable housing are able to dedicate 2x as much of their income to health, and are significantly less likely to forgo needed doctor's visits and medications.

Why Affordable Homeownership?

Educational Benefits

- For low-income families, housing affordability is associated with greater spending on child enrichment. It also reduces children's residential instability, which has been associated with increased educational attainment and increased earnings in adulthood.
- For children living in owned homes, math achievement is up to 9% higher, reading achievement is up to 7% higher, and children's behavioral problems are 1 to 3% lower.

Neighborhood Strength

- Homeowners are significantly more likely to become involved in a neighborhood group and to join a civic association.
- Lower crime rates occur when people move less often and are more present in their neighborhoods.

Your Role as a Table Host

Table Hosts are the driving force of this event's success - thank you for taking it on!

We rely on your communication, motivation, and influence to recruit guests to the event and ensure your guests have a positive and engaging experience.

We ask you to recruit at least nine guests to join your table. Given the event is virtual in 2021, there is no maximum capacity!

As a table (of 10+), contribute at least \$5,000 - the more folks you recruit, the easier it will be to hit the \$5,000 mark!



Table Contributions

As a table (of 10+), contribute at least \$5,000 - the more folks you recruit, the easier it will be to hit the \$5,000 mark! Each table's \$5,000 goal will be tied to a physical component of the home. Margaret will share with you what your table is fundraising for in her email on March 1st.

In 2021, there are changes/ increased flexibility in how you can lead your table to contribute \$5,000:

- 1) Encourage your guests to donate! If you recruit a table of 10, an average donation of \$500 per guest will get you there.
- 2) Fundraise! You, and your guests, will have online personal fundraising pages as part of your table. You can ask your friends/ family/ networks to donate to your page.
- 3) Make a leading gift on behalf of your table.
- 4) A combination of these options!

You know your guests best! Choose and encourage the option that makes the most sense for your group.

Incentives

To celebrate your efforts to go above and beyond as a Table Host, we are pleased to offer the following opportunities:

- The Table who raises the most will receive a complimentary team building day on the Habitat Chicago construction site (up to 20 volunteer spots), including signage recognition, photo opportunities, lunch on us, and more special add-ons.
- Additional incentives in the works!

Fundraising will remain open after the Annual Benefit! The deadline to qualify for these incentives is May 31st, 2021 at 11:59 PM.



Getting Started as a Table Host

Step 1: Register Yourself

- On Monday, March 1st, you will receive an email from Margaret at events@habitatchicago.org with the URL to your table's online fundraising page (Habitat will set up your table's page, you do not have to). Please be sure to mark events@habitatchicago.org as a known sender.
- When you receive the URL to your table's fundraising page, go to your table's fundraising page and click "Join Our Team." You will be asked to complete a simple registration form and this will create your personal page as a part of your table. By registering first, you will automatically be made your team's captain, i.e. table host!
- Team captains have access to information and alerts that members do not, so it is important that you register first!
- Please complete your registration as a Table Host no later than March 26th.

Getting Started as a Table Host

Step 2: Guest Recruitment and Registration

- After you have registered as the Table Host, you can then begin to recruit guests to join you (we will provide you with an email template). We are looking to reach both current and new supporters through this event.
- Who to recruit?
 - Focus on individuals in your network who can donate and/or fundraise \$500.
 - Since this event is virtual, your guests do not need to be local!
 - Consider individuals whose careers or personal interests align with the Habitat mission.
 - Think of your many communities:
 - Who do I do business with?
 - Whose charitable cause have I recently supported?
 - Who attends my place of worship or my gym?
 - Who supports other nonprofits/organizations that I also support?

Getting Started as a Table Host

Step 2: Guest Recruitment and Registration

- When someone says they are interested, s/he should self-register the same way that you did: Click the blue “Join Our Team” button on your table’s page.
- Guests will complete the same registration form as you and thus create a personal page, but will not be made the team captain.
- You will be able to see who has registered as a part of your table on the fundraising site and you will also receive an email notification when you have a new member join your table.

The deadline for guests to register is May 13th, 2021, but the sooner the better.

Getting Started as a Table Host

Step 3: Begin Raising Funds for Habitat Chicago

- As your guests register, you can begin to fundraise and donate to the Benefit.
- You and your guests should drive all of your donations to your personal pages. This will allow you to see each member's contributions to your shared goal.
- A note for sponsored tables:
 - If you, or your company, has sponsored your table, you do not need to fundraise in addition (of course, you are welcome to!)
 - However, we do need you and your guests to register following the instructions in steps 1 and 2. This site is set up for fundraising, so you may receive emails about fundraising. If you do not plan to fundraise in addition to your sponsorship, you can ignore these and just keep an eye out for event reminders to tune into the livestream broadcast!

Getting Started as a Table Host

Step 4: Monitoring progress

The event website makes it very easy for you to see your table's progress; no need this year to have to ask Habitat Chicago staff.

You will be able to see:

- Our overall progress to our \$150,000 goal
- Your table's shared progress to your \$5,000 goal
- Your guests' individual contributions and progress



Table Host Resources

We will provide you with email templates that you can use and customize to:

- Recruit guests
- Send interested guests the information on how to register
- Send periodic updates to your table on your table's fundraising progress
 - For these, Habitat Chicago will provide you with Habitat happenings and updates that you can include in these!
- Thank your guests after the event

Additional online Table Host Resources*, including:

- This Presentation
- A Table Host Checklist
- A Group Fundraising Playbook for your table to fundraise creatively together

*You will receive the links to these on Monday, March 1st with a recording of this event, your Table's Fundraising Page URL and your table's home component.

Fundraising Resources

If you and/or your guests choose to fundraise by asking your networks to donate, the following resources are available to you:

- A Website User Guide
- Fundraising Tips to Get Started
 - Reminder: The easiest way to fundraise is to share your personal page URL with potential donors.
- A Social Media Kit

This page is public and can be accessed at*:

<https://my.habitatchicago.org/AnnualBenefit2021/Static/fundraising-resources>

*You will also receive a link to this page in Monday's email

Website Demonstration

Let's hop on over to the event website:

<https://my.habitatchicago.org/AnnualBenefit2021>

We'll walk through:

- Virtual event experience on May 20th
- How to register through your team page and see who has registered for your table
- Where to drive donations
- How to see your team's progress
- Where to locate resources

Keep in mind:

This is a new tool for the Benefit. We are here to help! If at any point, you or your guests have questions, please contact us at events@habitatchicago.org or Deena at 312-563-0296 x422.

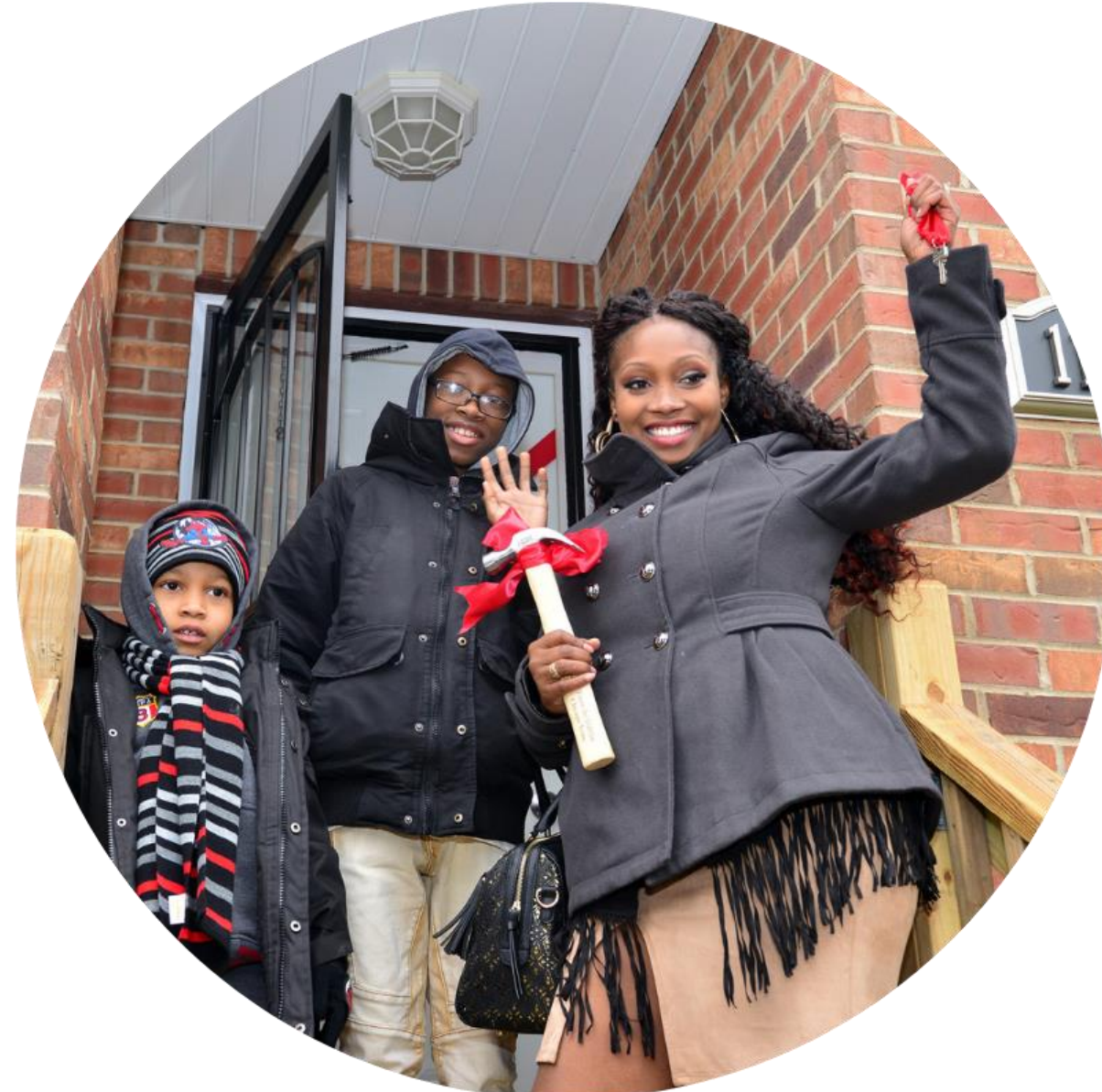


Fundraising Online

You and your guests should direct all donations to your personal pages. This makes it easy to see how you and your guests are tracking to your \$5,000 goal.

All donations made to personal pages will roll up to team pages and our overall progress bar.

If a gift is made to the wrong place, that's an easy fix for us on the back-end. Email us at events@habitatchicago.org with the information and we can get it moved to your fundraising page.



Offline Donations

Submitting an offline donation. If you (or a donor) prefers to make a donation via check, please:

1. Make your check payable to "Habitat for Humanity Chicago".
2. In the memo line or on an enclosed note, write the person's full name or team name to whom the donation should be credited.
3. Mail to:

Habitat for Humanity Chicago
ATTN: Annual Benefit 2021
1100 West Cermak Road, Suite 404
Chicago, IL 60608

If you would like to bring a donation into our office, please call 312.563.0296 to schedule in advance.

All offline donations will be added to your online fundraising page.

Donations

How fast can you expect to see a donation credited to your fundraising page?

All donations made online to a fundraising page should appear immediately. If you do not see a gift appear within five minutes, please contact us at events@habitatchicago.org.

All offline donations should appear on your fundraising page within 7-10 days of receipt. Please make sure all gifts that are mailed in include the name of the person the gift should be credited to on the memo line or included on a note.

Make a donation to the wrong place? No problem! We can move it on the back-end; just let us know.



Monitoring Progress

A common question that is likely to come up for you is, “How is my table doing?”

Every table will be different! For events like this, we’ve seen some teams surpass their goals months in advance, while still others hit their goals the final day of fundraising.

To give you some benchmarks, though, here’s a breakdown of the **average** progress your team should strive for:

45 days before event	->	25% or more of goal
30 days before event	->	50% or more of goal
10 days before event	->	75% or more of goal
3 days before event	->	95% or more of goal
Final day of fundraising	->	100% or more of goal

Going Above and Beyond as a Table Host

Communication is Key!

Before the Event:

- Biggest opportunity this year for growth and success is contributions leading up to the event.
- Send ongoing progress updates; celebrate and thank guests in a timely fashion for their work and contributions.
 - Utilize email templates and updates from Habitat Chicago!

During the Event:

- We encourage a text/slack/group chat for communicating during the event.

After the Event:

- Thank your guests (text, call, email, hand-written card).
- Consider organizing a table celebration, such as a Zoom Happy Hour; discuss the event and how else your members would like to continue to support Habitat.

Going Above and Beyond as a Table Host

**What ideas do you have?
Let's share them today!**

Example: Encourage your guests to raise or donate \$500 by May 13th; send lunch to your guests who hit this goal and eat "together" while viewing the broadcast on May 20th.

**We'll assemble ideas shared today
and distribute them to all Table
Hosts.**



Timeline & Next Steps

Date	Activity
February 25 th	Table Host Kick-Off
March 1 st	Registration*, Guest Recruitment, and Fundraising Opens * Please remember that you need to register first to be made the Table Host
March 1 st – May 13 th	Primetime fundraising! The sooner we get going, the sooner we meet our goal!
March 26 th	Table Host Registration Deadline
May 13 th	Guest Registration Closes; 1 Week Reminder Email Sent to all Registered Guests
May 20 th	Annual Benefit Event Broadcast 12:00 PM – 1:00 PM CST Morning-Of Reminder Email Sent to all Registered Guests
Post-Event	Thank your guests and remind them that fundraising is still open until May 31 st to earn the top table prize
May 31 st	Incentives Deadline: The Table that raises the most by 11:59 PM on May 31 st will receive a complimentary team build day with Habitat Chicago

The background image shows a perspective view down a tunnel. The walls are covered in graffiti, including large letters like 'MAJOR' and 'TAYLOR'. A semi-transparent white banner is overlaid horizontally across the center of the image.

Questions?



Thank you!

Please contact us at events@habitatchicago.org or 312-563-0296 x422 with any questions.

my.habitatchicago.org/AnnualBenefit2021

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