



fundraising toolkit





at Atlanta Habitat for Humanity our vision is clear:

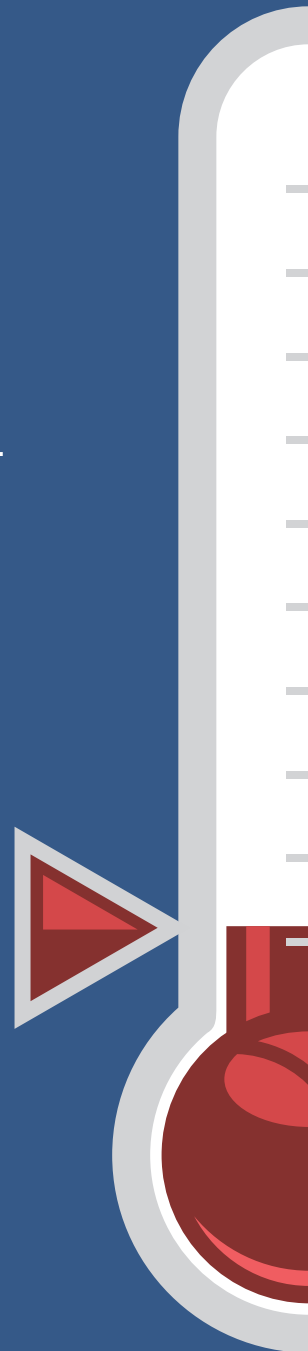
An Atlanta where all people have access to quality affordable housing in safe, vibrant neighborhoods with opportunities to thrive.

We see this vision coming into view thanks to a strong network of supporters like you. As a champion for Atlanta Habitat, your passion and experience with our organization are a powerful force for good.

Amplifying your commitment to our mission by personally engaging your network of friends, family and colleagues is far more compelling than general fundraising requests.

We've developed this fundraising toolkit to assist with creating your fundraising campaign in honor of a special occasion, event or person. We will help you expand your impact by highlighting your campaign on our social media channels.

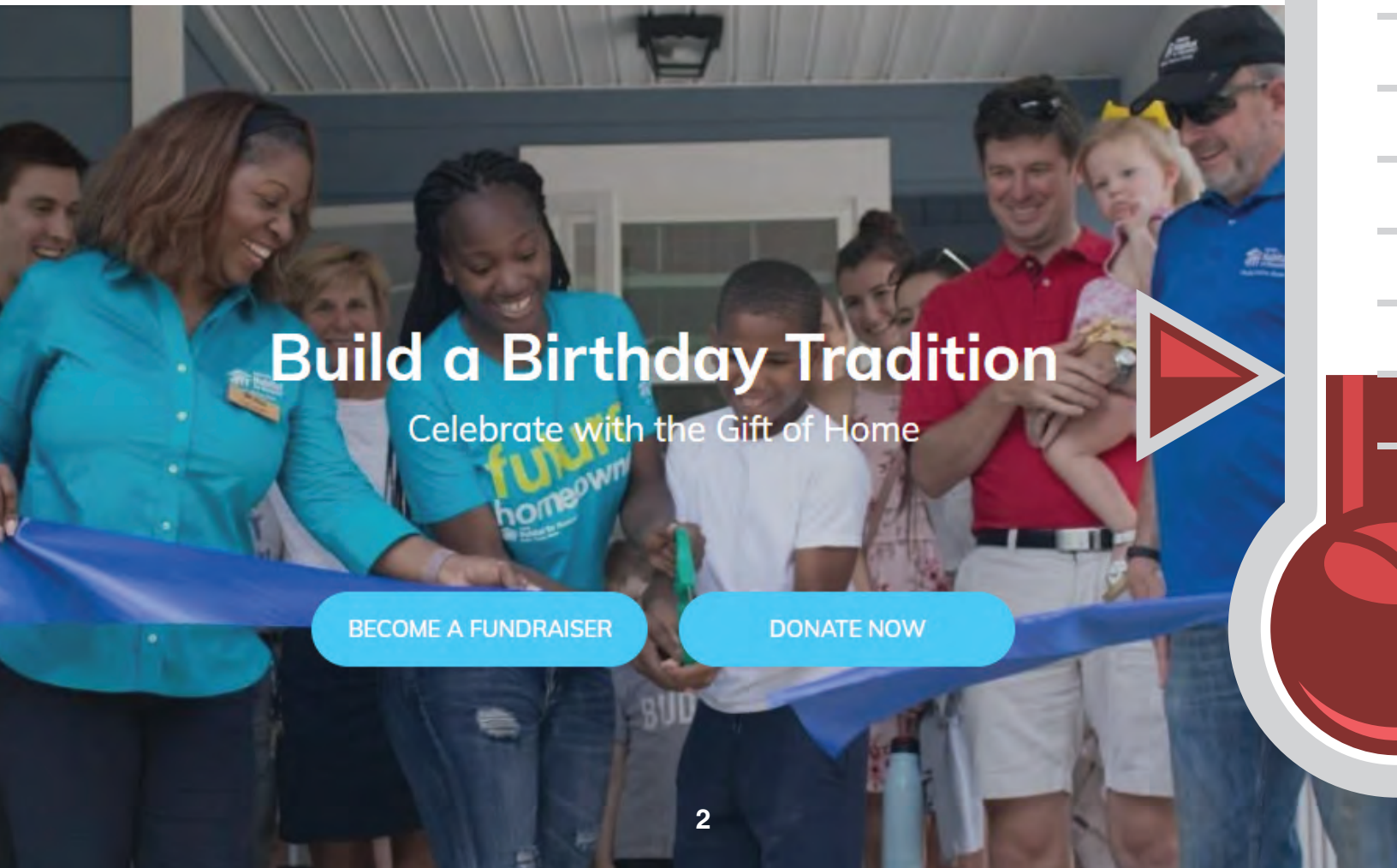
Thank you for helping us grow our network to support to help more families in need of safe, affordable housing and to improve neighborhoods.



now, let's set up your fundraiser!

Visit Atlanta Habitat's site and click the blue "Become a Fundraiser" button.





If this is your first time fundraising with Atlanta Habitat, please create a username and password.

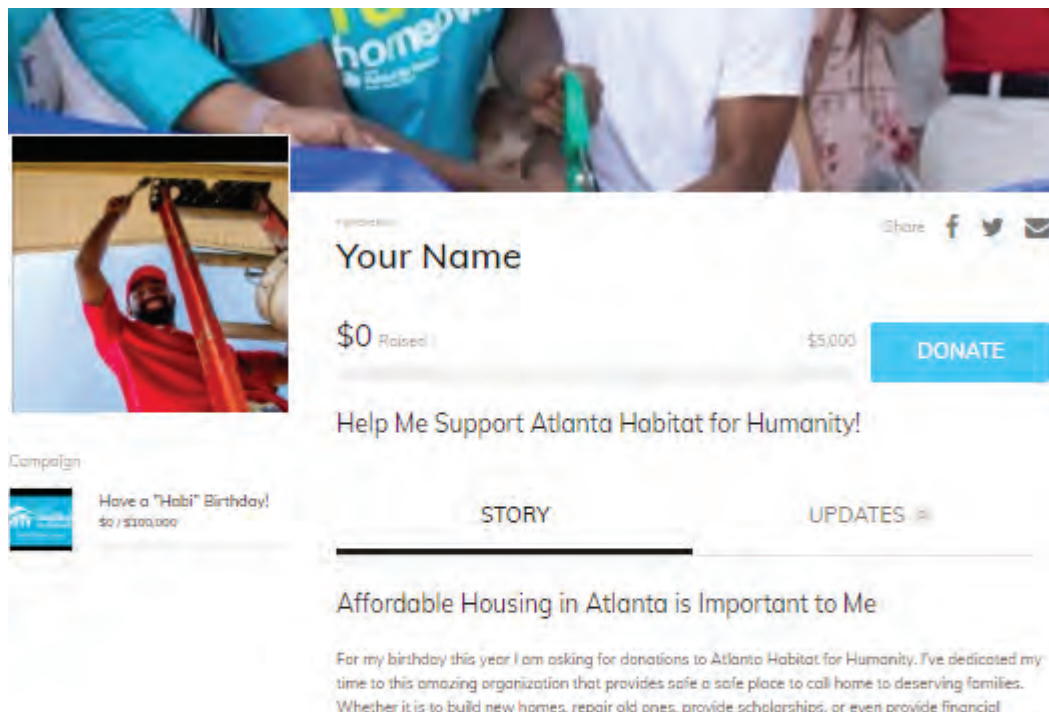


creating your campaign

The next screen will help you add some of the most important details of your page, including your goal, when your fundraiser will end and your headline. You can add more details at any time.

Start Fundraising

 <p>Scholarship Programs \$1,000</p> <p>Provide a savings match for 5 homebuyers learning financial management</p> <p>FUNDRAISE</p>	 <p>Education Classes \$500</p> <p>Sponsor one prospective homebuyer to complete My Money My Future, including 1 year of counseling and access to educational classes.</p> <p>FUNDRAISE</p>	 <p>One Day of Volunteering \$250</p> <p>Volunteers save Atlanta Habitat \$27.20, whether virtual or in-person. Maintain your volunteer presence with a gift!</p> <p>FUNDRAISE</p>	 <p>Lumber and Nails \$100</p> <p>Help to literally build the framework for a better future</p> <p>FUNDRAISE</p>
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The screenshot shows a Facebook fundraiser interface. At the top, there's a large image of volunteers. Below it, the fundraiser is titled "Your Name" with a goal of "\$5,000" and a current amount of "\$0 Raised". A blue "DONATE" button is visible. The campaign title is "Help Me Support Atlanta Habitat for Humanity!". Below the title, there are tabs for "STORY" and "UPDATES". The "STORY" tab is active, showing a post titled "Affordable Housing in Atlanta is Important to Me" with a short paragraph of text.

make it personal!

Your network wants to support YOU as you support Atlanta Habitat. Almost everyone has heard of Habitat. The organization is one of the top 10 Most Admired Brands in the world. However, not everyone knows how impactful our organization is in Atlanta.

Personalizing your site with a compelling story narrative lets your network know how much their support means to you. Giving concrete examples of the transformative power of affordable homeownership can make it meaningful as they build their relationship with Atlanta Habitat.

Select the "**Manage**" button to guide through features of your page, including the option to update your story and add your profile picture.

And most importantly, share widely and share often!



ways to ask

Asking someone for a donation can be intimidating, but asking someone to support a noble cause is inspiring. The need for affordable housing is dire and you never know who will be inspired by your passion to make an impact. Remember, the sooner you start, the more money you will raise. Consider different ways to connect with your network and try at least three options.

1. Ask Directly: When possible, talk to a potential donor in person or over the phone. No one likes to say no to a clear ask if they have the ability to say yes, especially when it's for a good cause.

2. Ask Socially: Tap into your social networks. On social media, you can use the tagging method and get your followers involved.

3. Ask More Than Once: Sometimes the first ask doesn't work. Don't be discouraged. People may forget, get distracted or may have been busy. Ask again, perhaps in a phone call instead of another email. Remember to include information about your goal, progress and other updates.



sample messages

Finding the right words to ask for support doesn't have to be difficult. Here are a few ideas to get you started:

Phone calls work really well with close friends and colleagues:

Hi Susan! I'm so glad we have a moment to talk; I'm excited to tell you about my birthday fundraiser for Atlanta Habitat. I strongly feel that children thrive when they have a safe, secure and steady place to call home, so this year I'm asking my friends to join me in celebrating my birthday by raising money to help an aspiring homeowner to buy an affordable home. If you're interested, I'll text you my fundraising site. Any donation would be greatly appreciated and will help me reach my goal of \$5,000. Can I count on you to give? Thanks for supporting one of my most meaningful birthdays by participating!

Text Messages are the next best thing to a personal call:

Hey Susan! I'd love it if you would agree to support my birthday fundraiser for Atlanta Habitat. Even though I can't volunteer right now due to the pandemic, it's still really important to me to help a family. Would you be willing to donate? Your support would mean a lot! To get involved click here: (Insert your hyperlink here).

Email

Hi Richard, As you may know, I have a great passion for the work that Atlanta Habitat does in the community. Too many families in our community are living in expensive, substandard, insecure housing. Last year, Atlanta Habitat helped 123 new families to become first-time homebuyers, complete critical home repairs or financially prepare for homeownership.

sample messages (continued)

In 2021, with our help, they can reach even more Atlanta families. To support this important work, I've created a fundraiser to help address the desperate need for affordable housing.

*I hope that you will join me in supporting our community by donating and sharing this message with your network. I've set a goal of \$2,500. You can view my fundraiser and donate here (Insert your hyperlink here).
Thanks so much!*

Instagram/Facebook Post:

Everyone deserves a safe, affordable place to call home, especially now. Please join me in supporting Atlanta Habitat as they help more people like Sylvia achieve their dream of homeownership! Atlanta Habitat's vision of an Atlanta where all people have access to quality affordable housing in safe, vibrant neighborhoods with opportunities to thrive, is a cause I'm passionate about. Please support my efforts at (Insert your hyperlink here).

Tweet:

I'm raising money for @atlantahabitat because I want to help a family build a brighter future through affordable homeownership! Please support my fundraiser at (Insert your hyperlink here).

“habifacts” to help tell your story

- Qualified, first-time homebuyers may to purchase an affordable, ZERO-interest mortgage through Atlanta Habitat’s First-time Homebuyer’s Program.
- Twenty percent of new Atlanta Habitat homeowners report experiencing homelessness.
- My Money. My Future. is a personalized financial literacy coaching program that help aspiring homebuyers qualify for homeownership.
- Thirty percent of Repair with Kindness recipients are U.S. military veterans. Repair with Kindness is Atlanta Habitat’s critical home repair program that makes homes safe, dry and accessible for legacy residents in neighborhoods where we build.
- More than 1,600 homes built since Atlanta Habitat was founded in 1983.
- Atlanta Habitat offers homeowners more than 100 educational classes to help them thrive beyond the build.

Share stories, photos or videos available on our [website](#), [Instagram](#) or [YouTube channel](#)



final notes

Stay excited and share your enthusiasm throughout your campaign!

- Share regularly
- Post updates
- Thank donors

Keep your campaign short. About two weeks is a great time frame; however you are free to customize the length of your fundraiser.

For tips on editing your fundraiser content, visit [TIPS!](#)

You can always contact us for more support:

Shelby Susnick
shelby.susnick@atlantahabitat.org

Peggy Still Johnson
peggy.stilljohnson@atlantahabitat.org



5 keys to successful fundraising

1 start off strong:

Your fundraising campaign starts with an investment from you, which encourages others to follow your lead!

2 tell your story:

Customize your fundraising page so people know why Atlanta Habitat's mission is important to you. You can include photos, goals and more. Make it personal!

examples:

a *We grew up in a great neighborhood with plenty of resources. It's not that we didn't have to struggle, but looking back, I can see how having the foundation of a stable home gave my family advantages that others may not have had. That's why I'm reaching out to you so that together, we can empower parents who want to make a better life for their children.*

b *I have volunteered with Atlanta Habitat for over a decade. There's nothing like making an impact you can see and that endures for generations. While we can't safely volunteer in person, I'd love your support of my favorite cause. Your donation can help a family to afford a new home or improve a neighborhood.*

3 spread the word:

Email, social media, phone calls—it doesn't matter how you reach your network. What matters is that you clearly ask for their support.

Tip:

People are more likely to respond if you ask them one-on-one.

4 follow up:

Everyone is busy, but don't let that hinder your success. Send reminders to potential donors. Don't be afraid to ask again.

5 thank your donors:

It's so important to thank your donors as soon as they contribute and when they refer a new donor. Your gratitude goes a long way toward making someone feel appreciated and that they've made a difference. A happy giver gives again!