

WALK *for* HOMES

Through shelter, we empower.



About our first ever Walk for Homes event:

At a time when we are encouraged to stay home, many families in our communities are faced with living conditions that are unsafe, unhealthy, too crowded, have no outdoor space for their families to utilize, or are otherwise unaffordable. Local families hit hard by COVID-19 and its economic fallout are making impossible choices between healthy food, medicine, transportation and a safe, decent, affordable home.

Challenge yourself to Walk, Run or Roll 52 miles in 21 days!

Join the virtual **Walk for Homes** to raise awareness and funding for local families and veterans who urgently need an affordable home. Form a team or walk on your own. Ask your family and friends to sponsor you.

You can do this from the safety of your home, or by practicing safe social distancing out of doors. The walk gives you many options to not only participate, but to fundraise to help us regain necessary momentum after the devastating effects the current health crisis has had on our ability to continue serving local families who need an affordable home.

Fundraising tips:

Leverage your community to raise funds to empower local families and veterans through stable, and affordable home ownership. We encourage each participant to set a goal of \$300 (or more!). You can reach this goal by focusing on sharing the message widely with your contacts. Every amount matters—large or small—and before you know it your goal will be surpassed. Follow the tips below to help you reach your goal.

Secure Online Fundraising Platform. Our secure online fundraising pages will make it easy for you to add your story and share your page. Donating is simple, and your supporters can do it from phones, tablets or computers.

Don't be afraid to ask. Sometimes we assume that people don't want to be bothered by fundraisers. You'll be inspired by the generosity of individuals and organizations alike, especially when they find out that you are raising funds to empower local families in need of a safe and affordable home at a critical time when stable housing is at risk for many families.

Set a meaningful goal. Keep your supporters updated on your progress toward this goal.

Show your commitment. Make the first donation to your fundraising page.

Help people see why it is important to donate now more than ever. For example, many of the local families we help already make difficult choices between healthy food, medicine, transportation and living in an affordable home, and will be affected deeply by the coronavirus. For instance, a loss in wages means families will have limited funds to pay for food, which in turn impacts their own ability—and their children's ability—to stay healthy.

Many will have difficulty paying the rent or for transportation needed to go to a grocery store or to keep medical appointments.

Tell your story. Let your passion for local families in our community show. Make sure your personal fundraising page and your other request channels (such as e-mail, social media, written communication) reflect your story and passion. We ask that you set a goal of raising \$300 per person. Here are some tips to reach that goal:

- **Start by asking \$52 from a close friend or relative.** Explain that their gift represents the goal of 52 miles you are accomplishing with Walk for Homes, which in turn highlights the 52 affordable homes Habitat for Humanity MetroWest/Greater Worcester has built in partnership with local families.
- **Ask for \$35 from 2 close friends or relatives and \$25 from an additional 3 close friends or relatives.** Tell your supporters why you are passionate about families in our community and the lasting impact their contribution will make in the life of a local family.
- **Request \$20** from 4 friends or coworkers, **and \$15** from another 5 friends or coworkers.
- **Ask for \$10** from 10 friends **and \$5** from another 10 friends on social media.

EVERY amount matters. Together, any amount from your contacts will make a big difference in the lives of families who need affordable housing.

Ask more than once. Don't assume that because someone hasn't responded they don't intend to give. People may lose track of your request amidst their many life commitments and a reminder helps place it top of mind.

Use many communication channels. You can kick it off with an e-mail, and keep people updated via social media. You can do this right from your participant dashboard on our secure fundraising platform by logging in here:

<https://secure.e2rm.com/registant/startup.aspx?eventid=341567>

Follow up with an e-mail, and/or a phone call. Put the link to your fundraising page in your e-mail signature and share it on social media.

Send a short impact message once the campaign is complete. It helps connect supporters to the families reached as a result of their generosity.

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