

WALK *for* HOMES



In support of Diversity, Equity and Inclusion in Housing.

Join us from May 3rd – 31st for our virtual Walk for Homes as our participants walk, run, or roll 88 miles to represent the local families served through our mission to build homes, communities and hope.

The virtual walk will call attention to important and timely issues: the plight of single women who need a safe and affordable home and to promote diversity, equity, and inclusion in housing. We are committed to providing safe and affordable homes for everyone. At the present time, 83% of our affordable and safe homes are female owned. In addition, 53% of the people we partner with for affordable housing are people of color. However, there is more to be done. No matter who we are, we deserve to feel strength and stability day after day. We deserve to know we have the power to take care of ourselves and build our own futures. We encourage you to walk with us to raise awareness and funds to help achieve housing affordability and security for all. Through shelter, we empower.

For More Details on Walk for Homes and How to Register Visit:
www.habitatmwgw.org/walk-for-homes

Fundraising Tips

Our virtual Walk for Home participants will be peer-to-peer fundraising to support local families who need a safe and affordable home. Here are some tips on how to accomplish this:

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 \$500 (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.

We encourage each participant to raise \$500 or more. Keep your supporters updated on your progress toward this goal.

Show your commitment. Make the first donation to your fundraising page. **Participants who self-sponsor for \$88 or more will receive access to a virtual fitness class geared towards all fitness levels.**

Help people see why it is important to donate now more than ever. 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 pandemic. 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, to purchase healthy food, for transportation, or to keep medical appointments—all critical issues during this turbulent time.

Tell your story. Let your passion show for local families in our community. 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 \$500 per person or more. Here are some tips to reach that goal:

- **Ask for \$100 from 1 close friend or relative**—visit, call or email them and explain why the Walk for Homes is important to you and how their gift builds strength, stability and self-reliance through shelter. That's \$100.
- **Ask for \$50 from 4 close friends or relatives**—call or email and tell them why you are passionate about safe, decent and affordable housing for all, and how their money will support local families in need of affordable home. That's \$200.
- **Request \$20 from 5 friends or coworkers**—send out a blast to your email contact list with a short story about how excited you are to walk, run or roll 88 miles so that more families can have an affordable home. Use your own words and show your passion! That's another \$100.
- **Get \$10 from 10 friends on social media**—share to your social accounts! You never know whose lives have been touched by Habitat, or who is simply excited to support your passion. Don't forget to tell your friends exactly what you need and keep them updated! Give a shout out "thank you" and keep asking. Did you know? You can host a fundraiser directly on Facebook. Just follow the steps below.
 1. Create your Habitat for Humanity MetroWest/Greater Worcester Walk for Homes fundraiser by clicking here > <https://bit.ly/3fikWjW>
 2. On a mobile device? Be sure to click the + Create Fundraiser button, select nonprofit, and select Habitat for Humanity MetroWest/Greater Worcester. You must have a Facebook account to create a fundraiser.

That's another \$100. If you follow the above you will reach your goal of \$500 or more in no time!

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.

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 thank you message once the campaign is complete. It helps connect supporters to the impact their gift makes for local families seeking a safe and affordable home. A template is available in your fundraising dashboard.

Should you have any questions about joining our second virtual Walk for Homes, please email Sara.Costello@habitatmwgw.org or by phone 508-799-9259, Ext. 107.

Or should you wish to sponsor Walk for Homes, please email Deborah.Huegel@habitatmwgw.org.

Remember—every dollar you raise helps call attention to **single women who need a safe and affordable home and to promote diversity, equity, and inclusion in housing.** Please help—local families are counting on you! Thank you for your support!