



### Fundraising Tips

**We encourage each participant to raise \$500 or more.** Here are some tips on how to accomplish this:

- **Show your commitment.** Make the first donation to your fundraising page.
- **Tie your ask to the local families we help through affordable housing:**
  - \$75 to represent that over 75% of local Habitat homeowners are women.
  - \$52 to represent the 52 homes built by Habitat for Humanity MetroWest/Greater Worcester.
- **Tell your story.** Let your passion show for the plight of local women and families who need a safe and affordable home. Make sure your personal fundraising page and your other request channels (such as e-mail, social media, written communication) reflect your story and passion.

**EVERY amount matters. Here are some suggestions you could follow to reach \$500:**

- **Ask for \$100 from 1 close friend or relative:** Visit, call or email to explain why Women Build is important and how their gift builds strength and stability for local women and families. That's \$100.
- **Ask for \$52 to represent the 52 homes we have built 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 \$208.
- **Request \$20 from 5 friends or coworkers:** Send an e-mail to your contact list with a short story about how excited you are to build with Habitat locally so that more families can have an affordable home. Use your own words and show your passion! That's another \$100.
- **Ask \$10 from 10 friends on social media:** Share to your social accounts. Don't forget to tell your friends what you need and keep them updated. That's another \$100. If you follow the above, you will reach your goal of \$500 or more in no time!

**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 Women Build fundraiser by clicking here > <https://www.facebook.com/fund/habitatmwqw/>
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.

**Don't be afraid to ask.** Sometimes we think 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 women and families in need of a safe and affordable home.

**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.

**Keep your supporters updated on your progress toward this goal.**

**IMPORTANT! Send a 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.