

Social Media & Email Fundraising Templates



Social media and email are the perfect place to start your fundraising efforts or share your event – it's the place where you go to connect with people. **And a person-to-person connection is the most powerful tool you have to help meet your goal.**

Share your 'New York' story – How long have you lived here? What does being at home mean? When did New York become your 'hometown'? Try to relate your story to the hard-working families that you support when you donate to Habitat NYC and Westchester.

SAMPLE FACEBOOK POST:

It's not easy to make it in New York – if it was, everyone would do it! But we love this city that we call home. [@Habitat for Humanity NYC and Westchester](#) helps more hard-working families have a safe, decent and affordable home here, through affordable homeownership, and that means more families can live in New York for generations.

I support Habitat NYC and Westchester because *[INSERT YOUR PERSONAL STORY]*.

[INSERT YOUR ASK: Donate to my page, come to my event, etc.]

SAMPLE TWITTER POSTS:

We're all neighbors – that's why I'm raising money for [@HabitatNYC_WC](#) as they work to build and preserve safe, decent and affordable homes for hard-working New Yorkers.

I'm raising money for [@HabitatNYC_WC](#) – support me as I raise funds for hard-working New York families in the city we all love!





Did you know that @HabitatNYC_WC provides hard-working families with the strength, stability and self-reliance of affordable homeownership? Learn more at my FUNDRAISING EVENT.

Everyone in New York City deserves a safe, decent and affordable home. Join me as I support @HabitatNYC_WC as we make that vision a reality.

SAMPLE INSTAGRAM POST:

We're all neighbors – that's why I'm raising money for @HabitatNYC_WC as they work to build and preserve safe, decent and affordable homes for hard-working New Yorkers.

SAMPLE EMAIL:

It's not easy to make it in New York – if it was, everyone would do it! But we love this city that we call home. Habitat for Humanity New York City and Westchester County helps more hard-working families have a safe, decent and affordable home here, through affordable homeownership, and that means more families can live in New York for generations.

I am raising money for Habitat NYC and Westchester because **[INSERT YOUR PERSONAL STORY]**.

[INSERT YOUR ASK: Donate to my page, come to my event, etc.]