

# Fundraising Guide



# Thank you for your interest in fundraising for Habitat NYC and Westchester!

**Every day is an event in New York.** Every day, birthdays are celebrated, races are run and dinner parties are hosted. These activities are more than hobbies. They're more than socializing. They're opportunities to raise funds for hard-working New York City families!

You can share your passion for New York and fundraise for Habitat NYC and Westchester. Every dollar you raise will help build and preserve housing for your neighbors, ensuring a more equitable and more diverse city for us all.

We'll be with you every step of the way. We've got all the resources, tips, tools and facts you could ever need to become a fundraising star. So get out there, and turn your passion, your hobby or your milestone into safe, decent and affordable housing for New York families.

If you have any questions, contact  
us at [donations@habitatnycwc.org](mailto:donations@habitatnycwc.org).

# There's no wrong way to fundraise – let your creativity take over. You can...

- Donate your birthday
- Run a race, no matter the distance
- Throw a 'house party' in your apartment
- Bike across the city
- Host a concert at a local coffee shop by a friend's band
- Encourage wedding guests to give
- Host a bake sale at work, in class or in your neighborhood
- Train your cats to perform an elaborate circus act!  
*(Well, maybe not this one, but we would like to see it)*





# About Habitat NYC and Westchester

**OUR MISSION:** Habitat for Humanity New York City and Westchester County transforms lives and communities by building quality homes for families in need and by uniting all New Yorkers around the cause of affordable housing.



# What We Do



**We build and preserve homes**



**We unite communities**

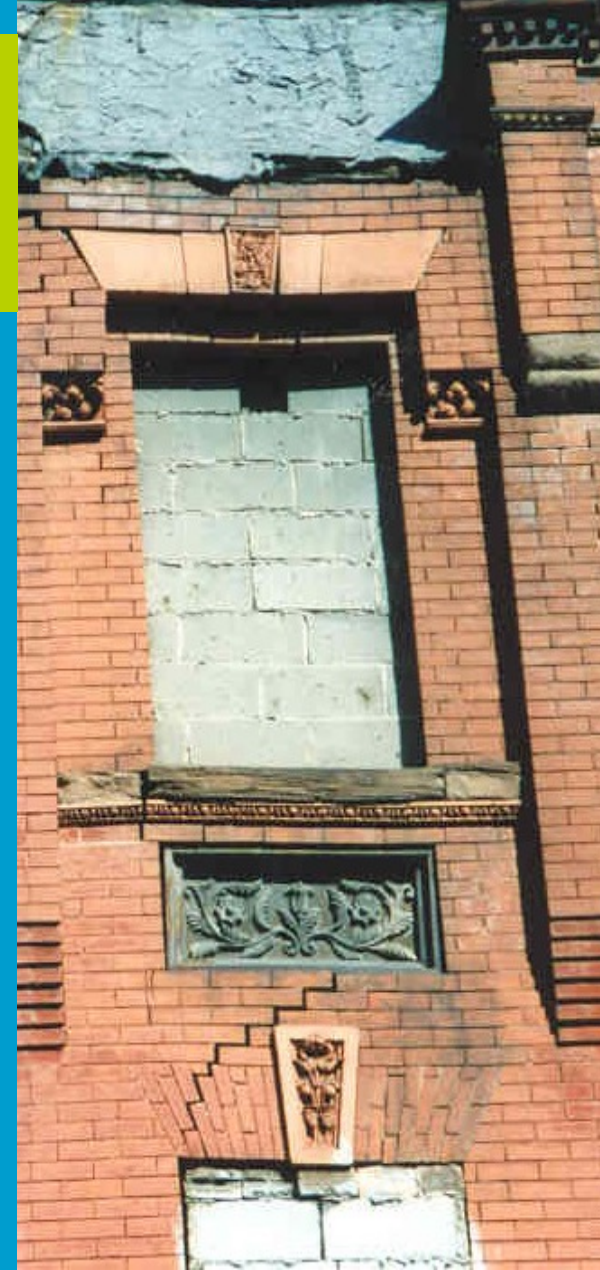


**We advocate for affordable homeownership**

# THE NEED

## for affordable homeownership:

- More than one-third of NYC households are severely rent burdened
- Only 32 percent of New Yorkers own their own home
- New York State has one of the highest foreclosure rates in the country
- The number of overcrowded apartments in NYC is growing





# THE BENEFITS

## of affordable homeownership:

- **Physical & financial stability**
- **Improved education**
  - 65% of children have improved grades
  - 59% of children have better classroom behavior
- **Better healthcare**
  - Decrease in mold, pests, and other unhealthy living conditions
- **Affordability for generations to come**
- **Increased civic engagement** (Community involvement, volunteering, etc.)





# Who we serve

- Low- to moderate-income New Yorkers
- Families and single individuals
- Must earn between 50% and 80% of the area median income (AMI)
- First-time homeowners
- Must have a credit score of at least 620
- Must invest “sweat equity,” or volunteer labor, into their home and other Habitat homes
- Families commit to an affordable 1% down payment, 30 year 2% fixed interest rate mortgage



# Additional Initiatives



Our retail store sells used building materials and home goods at a 50-80% discount. The ReStore is a “green” social enterprise – it diverts 390 tons of reusable materials per year from landfills.



## *women* BUILD

Women Build is a community of strong, dedicated women, coming together to be a force for good in ourselves and in our communities. Women Build channels the power and energy of hundreds of New York women to focus on something uplifting, and to lift up walls in our neighborhoods.



# Fundraising Ideas, Tricks & Tips

**IN THIS SECTION,** we'll share how to make the most of your fundraiser, from emails to social media examples!



# Getting Started

- 1 Set up your personal fundraising page at [habitatnycwc.org/fundraise-with-us](https://habitatnycwc.org/fundraise-with-us)
- 2 Once you've set up your fundraising page, complete the three following items:

## Make a donation to your own campaign.

Your friends, family and coworkers are more likely to give if they see that someone else already has. And who better than you? Making your own donation shows them that you are serious about meeting your goal and helping transform lives and communities in New York.

## Personalize your fundraising page.

Get personal and tell your supporters why you care about Habitat NYC and Westchester and why you are working so hard to raise the needed funds and awareness for affordable homeownership (a paragraph or two will do!). Remember that while your supporters care about the mission of Habitat NYC and Westchester, they primarily care about you.

## Reach out to your inner circle.

Send individual emails to 5-10 of your closest people. Getting your inner circle on board and donating will help your fundraising build momentum. These 5-10 supporters should be the people you feel most comfortable with. It will be a “no brainer” to ask them to donate.

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*Research shows that fundraisers who complete these items within 30 days of launching their campaign have a greater chance of meeting their goal*

# Make your fundraising splash!

*Visualize your fundraising strategy like the splash and ripple that happens when you drop a pebble in water.*



## SPLASH

**Send your “Inner Circle” email to 5-10 very close contacts** (usually your family and a couple of close friends). Your closest contacts are the ones most likely to give to your fundraising effort and will build your foundation of support.

## RIPPLE 1

**Send an email to 10-15 of your close contacts** (usually 10-15 of your closest friends).

## RIPPLE 2

**Send an email to as many other contacts as you can** that you feel comfortable reaching out to -- usually your co-workers, friends of friends, distant relatives, and others in your email contact list.

## RIPPLE 3

**Post your fundraising page to the social media sites you use.** Make sure to include a snippet of why Habitat NYC and Westchester is important to you and how close you are to making your goal. Studies show that the closer you are to your goal, the more likely people are to give to support you. People really want to be a part of a “movement.”



# Tips for writing to your inner circle

## MAKE IT PERSONAL

Don't feel like you have to stick to the pre-written template email. You know your inner circle best. Write the email for each person so that it is unique to their personality and include what will resonate with them.

## TAILOR YOUR MESSAGE

Tailor your message to the specific person you're emailing. Do they like short emails with bullet points? Do that! Do they like longer emails that explain background and have a good story? Do that!

## DON'T FORGET THE REASON YOU'RE EMAILING THEM

Make sure you include a direct request for a donation and the link to your fundraising page.



# Social Media Tips



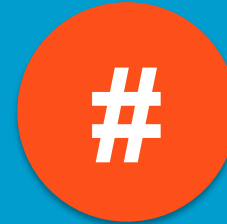
## SET GOALS

Break down your fundraising goal into smaller goals (\$200 week one, \$500 by the halfway point, etc.) and use social media to show your progress towards those goals. Ask people to help you meet each of these goals.



## TAG, YOU'RE IT!

One of the best ways to use social media is to tag your supporters who have already donated in a thank you post. Not only is this a great shout out, but also allows the post to show up to their networks as well. This also helps build the sense of “movement” that will get people donating!



## USE HASHTAGS

Using hashtags (#) means that your posts join others using the same hashtag, creating a conversation and a network of images. They are also a great way to get people who aren't involved in your campaign to see the posts and learn more. Use relevant hashtags like **#habitatnycwc**, **#affordablehousing**, **#NewYorkCity**, etc.



# Social Media Tips



## DON'T "ASK" IN EVERY POST

Share photos, updates, or stories of the families you'll be helping through your fundraising. Post an inspirational quote or other inspiring images.



## USE THE SHARE FUNCTION

Your fundraising page has its own sharing tools. Share directly from that page to share your personal story of why you're fundraising, or link directly to your fundraising page for easier donations.

# Follow up. Check in. Remind.

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## Share your goals.

Use the goals you set as a natural follow-up schedule. Your email can easily get lost in an inbox, so use the goals as a way to follow up, check in, or remind people of what you're trying to accomplish. It's a great way to include your progress and ask for their support.

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## Tell your story.

Make sure to include stories when checking in and a reminder of why Habitat NYC and Westchester is important to you. If you've come across any good blog articles or seen related stories in your social media newsfeeds or in your daily reading, include those as well.

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## Offer to match all or a portion of funds raised.

Examples that fundraisers have done in the past: matched dollar for dollar, donated \$10 for every person who donates, match up to a certain dollar amount.

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## Be social.

Don't limit your follow up to emails--use social media as well. Often seen as a less intrusive medium, people are more receptive to frequent updates through social media.

# Thank, thank, and thank again.

Your personal fundraising page will send an automatic thank you email when a supporter donates to your fundraising effort. However, you should also try to thank each one individually, whether that's through a social media shout out, personal note, or phone calls.



# Think outside the computer...

Email and social media are not the only ways to meet your fundraising goal. Create special events or memorable experiences for your friends and family and charge a cover donation to join in on the fun.

**You know your supporters and what they like to do. Use what excites them to help you meet your goal!**



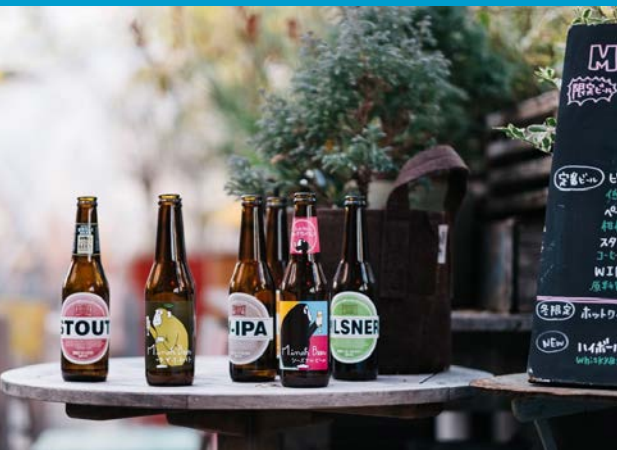
*Host a yoga class*



*Fun runs and other athletic events*



*Invite friends to a fundraising brunch*



*Organize a happy hour*



*Donate your birthday*



*Coordinate a bake sale*





# Thank you!

To discuss fundraising, please  
contact us at:

[donations@habitatnycwc.org](mailto:donations@habitatnycwc.org)