

# 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 families that you support when you donate to Habitat NYC and Westchester.

## SAMPLE FACEBOOK POST:

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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](#) works to build a more equitable New York for all families. Through building and preserving affordable homeownership, they’re helping families to build equity that will last 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:

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We’re all neighbors – that’s why I’m raising money for [@HabitatNYC\\_WC](#) as they work to build a more equitable New York for everyone.

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I’m raising money for [@HabitatNYC\\_WC](#) – support me as I raise funds to help families across NYC and Westchester build equity that will last for generations.





Did you know that @HabitatNYC\_WC serves communities that have been excluded from the homeownership market by centuries of unjust, racist housing laws? Learn more at my FUNDRAISING EVENT.

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Everyone in New York deserves a safe, healthy and affordable home. Join me as I support @HabitatNYC\_WC as we make that vision a reality.

#### SAMPLE INSTAGRAM POST:

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We're all neighbors – that's why I'm raising money for @HabitatNYC\_WC as they work to build a more equitable New York by creating, preserving, and advocating for opportunities for families and communities to build equity through affordable homeownership.

#### SAMPLE EMAIL:

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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 works to build a more equitable New York for all families. Through building and preserving affordable homeownership, they're helping families to build equity that will last for generations.

I am raising money for Habitat NYC and Westchester because [\[INSERT YOUR PERSONAL STORY\]](#).

*[\[INSERT YOUR ASK: Donate to my page, come to my event, etc.\]](#)*