



Fundraising for Twin Cities Habitat

Thank you for wanting to fundraise on behalf of Twin Cities Habitat for Humanity. We know it can be intimidating to ask your friends, family, and network to fundraise, so we created some example emails and social posts to get you started. Your efforts truly make a difference!

Getting Started:

To kick off your fundraising efforts, start by asking your closest friends or family members to support you. **Make your request personal**—share your own experiences with Habitat as a volunteer, attending events, etc. Be sure to also share what home means to you.

Here is an example email you can send to your network:

Hi Friends,

As many of you know, I am a supporter of Twin Cities Habitat for Humanity. [Describe your volunteer experience, event experience, etc.]. To me, home means [describe what home means to you,] and I believe safe, affordable housing is a key component of a thriving community. I'm asking you to give generously right now to support Twin Cities families through Habitat for Humanity.

Right now, Twin Cities families face housing costs that are skyrocketing. One in four Minnesotans spends more than 30% of their income on housing, leaving less for healthy food, school supplies, and savings. We can be a part of a movement to build stability that multiplies for generations.

Please head over to my personal fundraising page and make a generous gift. With your support, more families will have the foundation of a safe, stable home.

Thank you so much for joining me. I appreciate your support!

Name

A few more tips:

Personal messages: When asking your close friends and family, tailor your message to them personally.

Follow up: Reach out to any friends or family members who haven't responded or made a donation. Sometimes all they need is a reminder! Once you begin to get donations, keep your contacts updated on your progress and don't forget a heart-felt thank you note.

Sharing on Social Media: Use any of your personal social media networks to increase your success! Adapt language from the example email to create your own social media posts. Tag friends and ask them to donate then share your posts. Don't forget to follow @tchabitat on Facebook so you can continue to share other Habitat blogs and facts with your network.

