

Event Ambassador Toolkit

Women of Habitat is a community of women engaged in Twin Cities Habitat for Humanity's mission through volunteering, giving, learning, advocating, and networking.

Women empowering women for generations by creating stable homes and bright futures.



Photo credit: Christina Nguyen

Dr. Josie R. Johnson is a Black woman from Texas who became one of the most well-known civil rights activists in Minnesota. She has spent decades fighting for fairness in voting, housing, education, and employment.

Today, a new generation of advocates, including Johnson's granddaughter Josie Duffy Rice (inset), carries the torch in the ongoing march for racial justice. You won't want to miss this timely and engaging conversation!

Thank you for becoming a **Women of Habitat Event Ambassador!** In the following pages you will find event information and tools to support sharing with your network.

The annual Women of Habitat Hope Builders Fundraising Event will take place on **Thursday, October 22, 2020 at noon.** This virtual event generates critical support for families to build brighter futures for generations to come.

This year's event topic will center on **racial equity in housing** and will feature an amazing grandmother-granddaughter duo of **Civil Rights activists, Josie Johnson and Josie Duffy Rice**, who will speak on the intersection of housing, criminal justice, and racial equity.

Join us in learning from the past to build a better future. ■

Ways to Champion

Habitat for Humanity and Housing Equity

Home has never been more important. All funds raised at the event will support our *At Home Fund*, which protects existing homeowners and multiplies affordable Habitat homeownership opportunities for Twin Cities families.

Equity in housing is an important message to share. Together, we can ensure everyone can share in the prosperity of the Twin Cities.

There are **three actions we need you to take** as an Event Ambassador to help amplify and champion the Hope Builders virtual event:

1. Make a **personal gift** to the event
2. Invite **10 or more friends** to attend and support the virtual event
3. Follow up, thanking those friends who make gifts and encourage the others to please support the event



Make a Personal Gift

This year, your support is more critical than ever. Every dollar raised at the Luncheon goes to our At Home Fund to protect homeowners and multiply Habitat homeownership opportunities during this COVID-19 crisis.



Your gift will have an important impact in protecting and increasing affordable homeownership.

- Make a gift before the event online at tchabitat.org/luncheon20
- Make a gift during the virtual event by clicking the donate button displayed next to the video.
- Make a gift of stock or a donor advised fund by contacting at adrienne.aarts@tchabitat.org.

\$50

supports a virtual financial coaching session to move towards mortgage readiness, the first step to prepare for Habitat homeownership.

\$250

installs the sidewalk leading to the front of a new home, where kids will draw with chalk during the summer.

\$1k

installs all the interior doors of a Habitat home—doors that will give kids a quiet place to study for the first time.

\$5k

allows volunteers to install all the siding on a new Habitat home, protecting the home from a lifetime of unpredictable Minnesota weather.

\$10k

covers the efficient heating in a Habitat house, saving a family money on utility bills and keeping them warm all winter long.

Invite Your Friends

Event Ambassadors are asked to **invite at least 10 friends** to attend the virtual event and make a donation. The following sample texts are ideas you can use, extending invitations.



1. Please Give

Please join me for Twin Cities Habitat for Humanity's virtual **Women of Habitat: Hope Builders Luncheon on October 22 at noon.** We will hear from local civil rights activist, Dr. Josie R. Johnson, and her granddaughter Josie Duffy Rice, about the intersection of housing, criminal justice, and racial equity.

Right now, home has never been more important. All gifts will support Habitat's *At Home Fund*, which protects existing homeowners and multiplies Habitat homeownership opportunities for local families.

I have made a gift to support the work of Twin Cities Habitat and I hope you will also choose to give. [Register](#) to attend the virtual event and please consider a gift to support families in our community.

2. Importance of Home

Please join me for Twin Cities Habitat for Humanity's virtual **Women of Habitat: Hope Builders Luncheon on October 22 at noon.** We will hear from local civil rights activist, Dr. Josie R. Johnson, and her granddaughter Josie Duffy Rice, about the intersection of housing, criminal justice, and racial equity.

Right now, home has never been more important. All gifts will go to Habitat's *At Home Fund*, which protects homeowners as they face lost jobs and illness, and multiplies Habitat homeownership opportunities for local families.

A safe, stable, affordable home is more critical now than ever before. Join me at the virtual luncheon and help build brighter futures for generations to come. [Register](#) now.

3. Matching Gift

Please join me for Twin Cities Habitat for Humanity's virtual **Women of Habitat: Hope Builders Luncheon on October 22 at noon.** We will hear from local civil rights activist, Dr. Josie R. Johnson, and her granddaughter Josie Duffy Rice, about the intersection of housing, criminal justice, and racial equity.

Right now, home has never been more important. All gifts will support Habitat's *At Home Fund*, which protects existing homeowners and multiplies Habitat homeownership opportunities for local families.

Consider making a gift to the *At Home Fund* and support families in our community. I will match every donation dollar-for-dollar up to \$xxx. Make sure to [register](#) and join me for the virtual event.

Follow Up

Because you are an Event Ambassador, post-event **Habitat will send you a list of your invitees who donated for you to thank, as well as the total raised from the event for you to share with your friends.**

We also ask you to follow up with those who may have not yet given and encourage them to do so. The following sample texts are ideas you can use when following up.



1. Thank you for your gift

Thank you so much for your gift at Twin Cities Habitat for Humanity's Women of Habitat: Hope Builders Luncheon. Your generosity is an investment in building a brighter future for families for generations to come.

I hope you enjoyed the virtual event and discussion around racial equity and homeownership. With your help we were able to raise xxx for Habitat's *At Home Fund*. Thank you for supporting Twin Cities Habitat and creating real, positive change in our community!

2. Thanks for attending; please donate

Thank you for joining me at Twin Cities Habitat for Humanity's Women of Habitat: Hope Builders Luncheon. I hope you enjoyed the virtual event and discussion from Dr. Josie R. Johnson and her granddaughter Josie Duffy Rice about racial equity in housing.

Help Habitat build brighter futures for generations to come. Please consider making a donation to Habitat's *At Home Fund* to protect existing homeowners and multiply Habitat homeownership opportunities for families.

Thank you!

Thank you again for committing to be an Event Ambassador to help amplify and champion this fundraising event! Your leadership will help engage a larger community in Habitat for Humanity's mission and the critical conversation around the importance of racial equity in housing.



COMMITTEE

Co-Chairs:

Laurie Nordquist
Piyumi Samaratunga

Members:

Connie Coleman
Mary Husband
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