

How to Fundraise and Fundraise Incentives



All donations to Habitat for Humanity of Morgan County, Alabama are tax-deductible. Don't forget to ask your company about matching gifts and watch your donations double!

How do I fundraise \$350 in one week?

Make a donation yourself - \$25
Ask 8 family members for \$25 each - \$200
Ask 10 neighbors for \$5 each - \$50
Ask 10 friends for \$10 each - \$100
TOTAL - \$350 That was too easy

How can I fundraise \$500 in one week?

Make a donation to yourself - \$25
Ask 10 family members for \$25 each - \$250
Ask 10 neighbors for \$5 each - \$50
Ask 10 friends for \$10 each - \$100
Have a "closet purge" - \$50
Create a venmo fundraiser - \$25
TOTAL - \$500

Fundraising Incentives

All participants will have to opportunity to purchase a Women Build t-shirt.

Team Recognition

- The top two fundraising teams who raise the most money will get the first and second pick of their volunteer day.
- Prizes will be awarded! (up to 10 participants).

Individual Recognition

- A prize will be awarded.



Fundraising 101



1. Set Clear Goals:

Define your team's fundraising goal and break it down into manageable increments. For example, consider setting milestones such as reaching \$1,000, \$2,000, and so on. This will help you track your progress and keep motivation high.

2. Create a Compelling Fundraising Story:

Craft a heartfelt and compelling story that explains why you're passionate about supporting Habitat for Humanity. Share stories of families who have benefited from Habitat's work, and highlight the impact your team's efforts will have on the community.

3. Personalize Outreach:

Reach out to family, friends, colleagues, and local community members. Send personalized emails, messages, or make phone calls to explain your mission and ask for their support. Personal connections can be very impactful.

4. Organize Fundraising Events:

Host events that align with your team's interests and strengths. Ideas include bake sales, charity auctions, car washes, garage sales, craft fairs, and charity runs. These events not only raise funds but also generate community awareness.

5. Leverage Social Media:

Utilize social media platforms like Facebook, Instagram, Twitter, and LinkedIn to share updates about your team's progress, post photos, and engage with your audience. Use relevant hashtags and encourage sharing to increase visibility.

6. Collaborate with Other Teams:

Reach out to other Women Build teams or community groups to collaborate on fundraising events. Joint efforts can attract more participants and supporters.

7. Provide Regular Updates:

Keep your supporters engaged by sharing updates on your progress, both in terms of fundraising milestones and construction activities. Share stories, photos, and videos to make them feel connected to your cause.

8. Express Gratitude:

Always express gratitude to your supporters. Send thank-you messages, share photos of your progress, and acknowledge their contributions on your social media channels and fundraising page.

Remember that fundraising takes time and effort, but every contribution, no matter the size, gets you closer to your goal. Stay focused, stay motivated, and most importantly, enjoy the process of making a positive impact on your community through your Women Build team's efforts!