Fundraising Tips

Follow the tips below to maximize your fundraising efforts.

Online Fundraising – If you haven't already done so, create your personal or team fundraising page – click <u>here</u> to Sign Up.

Customize Your Fundraising Page

Share why you are participating in the 2017 Women Build and upload a photo of you or your team. Participants who personalize their fundraising page raise an average of 22% more than those who don't, so compel donors to contribute by sharing your reason for committing to Habitat Niagara's Women Build.

Aim High

Strive to surpass the fundraising minimum. The more money you raise, the more good work that gets done. Pick a number that exceeds your minimum amount and go for it!

Use Your Fundraising Page and Send Your First Email

Take advantage of the amazing tools your fundraising page offers! Add your email contacts, send customized emails, track your responses and thank your donors.

Get Social with Facebook and Twitter!

Use Friendship Powered Fundraising to help you fundraise on Facebook – make sure you tag @HFHNiagara, doing so will allow your followers to understand more about Habitat Niagara's mission and what we do in the community.

You can also copy your fundraising page link and share it on Twitter – don't forget to include #WomenBuild and tag @HabitatNiagara. Doing so will connect you directly to all tweets from our official accounts. While you are at it, follow us and use this social network to tweet your personal page links and fundraising messaging.

Face-to-Face Fundraising - Asking a potential donor for a contribution in person is always more impactful. Talking with you one-on-one will allow them to experience your passion and dedication. Click here to download and print donation forms and have them handy whenever you are in a social setting!

Expand Your Giving Circle

You can multiply your donations by giving additional donation forms to your family and friends who have already donated, or ask them to include a link to your fundraising page in their emails.

Fundraising Tips Continued...

Company Donation Matching Programs

Visit your Human Resources representative to find out if your company or employer matches your donation fundraising efforts. Many companies are eager to support their employees, as well as the community.

Last but Not Least

Follow Up

If you haven't received a response from someone you've asked for a donation, be sure to follow up. Make a phone call or send a quick email to make sure that they haven't forgotten your request.

Thank Your Donors

It is very important that to thank your donors as soon as possible! Once you have received a donation from someone, let them know that their contribution is important to you and that you appreciate it. Invite your donors to the Home Dedication Ceremony once the build is complete so they can see the results of your hard work and see how their donation dollars were used.

Donation Deadline

Make sure your donations are submitted to Habitat for Humanity Niagara on or before your scheduled build day. Donations can be dropped off to Dawn Marie Cavasin at the Administrative Office in Habitat for Humanity's ReStore, 150 Bunting Road, St.Catharines.

Don't forget that each donation must have a completed donation form with the donors full name and complete mailing address in order to receive a tax receipt. Tax receipts are issued for donations of \$20 and over.

NOTE: These funds help us to purchase the materials, services and land to build Habitat homes. If you are unable to fundraise your minimum amount you will be asked to donate the remainder of the amount on your Build Day to complete your fundraising goal.