



Greater Matthews
 **Habitat for Humanity**[®]
third-party event toolkit

how to create, plan, & execute a successful DIY fundraiser

Fundraising for Greater Matthews Habitat for Humanity is a unique opportunity to take a proactive step in serving our community. By sharing your passion and goal with your friends and family or coworkers you can double your impact to increase donations and awareness.

Having an event is **fun**: you can do something that holds special meaning for you. It's **flexible**: you can fundraise on your own time, and in your own unique way. And it's **super easy**: essentially, any funds beyond your break-even amount will go towards helping individuals in our community who need it most. So, explore your hobbies, find a particular need in your neighborhood. Whatever your plan, we encourage you to think locally, doing good right where you live.

We don't expect you to be the expert on planning a fundraising event, so we've put together this simple "how-to" guide to help you through the process.

why habitat

Greater Matthews Habitat for Humanity builds strength, stability, and self-reliance through shelter in the Matthews, Mint Hill, and Stallings areas of NC. By partnering with limited-income families, volunteers, and community sponsors, Greater Matthews Habitat for Humanity provides decent, affordable homes for families right here in our community.

how to get started

1. Brainstorm!

Choose from the list of activities below or come up with your own ideas!

2. Review guidelines

All third-party events must support and align with GMHFH mission and any logos used must be in accordance with our logo usage guidelines. Ensure your event respects all municipal, state, and federal laws. This is especially important when it comes to liquor and lottery/raffle/gambling.

3. Complete your Habitat Fundraiser Plan

Use the Fundraising Form on Page 5, to create an action plan for your fundraiser. E-mail your completed Fundraising Form to sarah@habitatmatthews.org. In return, Sarah will follow up, answer any questions, and provide any necessary promotional materials.

4. Rally Support

Get in touch with family, friends, coworkers, and members of your community to help you put on a great event.

5. Fundraise! Fundraise! Fundraise!

Host an amazing event and share why affordable housing is important to *you* and to our community.

6. Wrap it Up & Say Thank You

After you host an amazing event, share the results with your donors and supporters. Say thank you often and consider sending hand-written thank you notes to the supporters of your campaign. Follow-up with Sarah after your fundraiser to let us know how it went and how we can help you show appreciation to your supporters.

a few ideas



Celebrate Milestones

Birthdays, Weddings, Family Reunions

Wishing for donations in place of gifts can be a great way to fundraise. Invite guests to make a donation or a gift equivalent to the typical cost of dinner out.



Sale or Ticket Proceeds

Restaurants, Stores, Benefits
Love shopping (or eating) for a cause? Partner with a local store or restaurant to host an event and donate partial proceeds. Or, hold a bbq, spaghetti dinner, or cake walk and donate ticket proceeds.



Workplace Campaigns

Payroll Deductions, Employee Happy Hours, Casual Fridays

Ask your employer to get involved and hold an office-wide campaign. Double your efforts and see if your employer will match your donations.



School Events

Penny Wars, Dress Down Days, Ticket Sales

Talk to your school about hosting a school-wide fundraising challenge or donating the proceeds of a sporting event.



Tournaments or "A-Thons"

Sports tournaments, gaming events, or "a-thons"

Ask family members, neighbors, or friends to sponsor participants to run walk, spin, bowl, read, dance, or golf. Choose activities that your group would find unique or fun!



Go Virtual

Crowdfunding, Facebook Fundraisers

Set up your personal fundraising page with GMHFH and send emails to family, texts to friends, and share your fundraiser through social media.



to help make your event a success, GMHFH can offer the following:

- ♥ **Offer advice on event planning** and share ideas of past events
- ♥ **Can provide tax receipts** for donations made directly to GMHFH
- ♥ **Provide you with our logo** and outline its usage
- ♥ **Provide you with a letter of support** to validate the authenticity of the event and its organizers, which will include our EIN
- ♥ **Review promotional material** for usage of our logo and organizational information
- ♥ **Coordinate a staff or volunteer** to attend the event for formal presentations
- ♥ **Provide assistance on setting up pledging process** if applicable
- ♥ **Help to promote your event** through social media platforms
- ♥ **Offer some promotional materials** like posters or brochures

we can not:

- ✗ **Approve events not consistent with the mission of GMHFH** or that are controversial or endorse any particular political candidate
- ✗ **Share mailing lists, photos, likenesses or other personal information** of corporate partners, donors, sponsors, clients or volunteers
- ✗ **Solicit sponsors** on behalf of the event
- ✗ **Guarantee media presence** or coverage of/at the event
- ✗ **Fund or reimburse** organizers for expenses or negotiate with or pay vendors
- ✗ **Be held responsible** for any injury, damages, losses, or legal disputes which occur during the proposed event.



contact us

For questions, more information or to submit your Fundraiser Plan please contact:
Sarah Galligan, Director of Development
Email: sarah@habitatmatthews.org
Phone: 704.847.4266 ext. 111

Mailing address:
Greater Matthews Habitat
Attn: Sarah Galligan
PO Box 2008
Matthews, NC 28106

Physical address:
2447 East John St.
Matthews, NC 28105

virtual fundraising

COVID-19 has changed our approach to serving our community as well as the way we must approach fundraising. With many of our corporate and church partners struggling themselves, we must rely even more on our individual supporters to ensure that the most vulnerable members of our community have access to safe, decent, and affordable shelter. **Setting up a virtual fundraiser with GMHFH is easy, impactful and allows us to use our social connections to do social good.** Whether you are fundraising on your own, or part of our group, your computer clicks can create real social change.



a few ideas



Virtual Build Month

A month-long fundraiser focused around how a Habitat build works. Set a goal each day for how much of your home gets “completed” and challenge your supporters to help you build. Include information about how a real Habitat build works too!



DIY Build Day

Take on a “Do It Yourself” Build Challenge – such as building a fence, a dog house, or a picnic table. Share your story, what your building, and why you support Habitat.



Virtual “A-Thon”

Host a virtual walk-a-thon, bike-a-thon, dance-a-thon, etc. for a specific time period. Set a goal of the number of hours, miles, etc. Share your progress online – blog or social media – and encourage people to support your virtual “a-thon”



Social Challenge

Do 50 pushups a day to raise \$50 a day, and post a video of you doing it. Check off an item on your house “to-do” list. Donate an item a day to the ReStore. Post a picture or video and challenge your friends to do the same for donations to GMHFH.



E-Sports

Coordinate a squares even for an upcoming sports season and sell \$5 or \$10 squares on social media. Winners get a portion of the proceeds, and the rest goes to Habitat.



Online Raffle

Host an online raffle. Offer a socially-distanced service you or your group could provide: mowing a yard for a month, dog-walking for a week, raking leaves, painting a fence, etc.

need a fundraising platform?

If you’re looking for a **simple and easy** way to do a small online fundraiser, visit **gmhfh.org/fundraise** to begin a virtual fundraiser through our webpage – no forms needed!



Greater Matthews

Habitat for Humanity[®] fundraiser plan

Contact Info

Group/Organization/Company Planning Event: _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Street Address: _____

City, State, Zip: _____

Website: _____

Social Media Handles: _____

Event Info

Event Type: In-Person Virtual Date(s) & Time(s): _____

Event Title: _____

Event Description: _____

Fundraising Goal: _____ Expected Expenses: _____

What percentage of proceeds will be donated to GMHFH? _____

Does your event require a license? Yes No If yes, which? _____

Will you be able to provide contact information for supporters/
sponsors/donors following your event? Yes No

If yes, what information will you be collecting? (*name, email, address, etc.*) _____

Will you be working with any other individuals or groups to
support your fundraising efforts? Yes No

If so, please list names & contacts: _____

Please list all other charitable organization that will benefit from this project: _____

Will businesses or individuals be contacted for donations? Yes No

If yes, please list prospects for us to review: _____

Marketing

Do you plan to create marketing materials? Yes No

If so, will you be using the GMHFH logo? Yes No

What resources, if any, do you need from GMHFH? _____

Additional Questions/Comments: _____

Organizers Signature: _____ Date: _____

Please return this application at least four weeks prior to the event or activity. You will receive a signed agreement from GMHFH indicating if your event is approved or denied. Thank you.

GMHFH Rep's Signature: _____ Date: _____

For any questions, please contact Sarah Galligan at sarah@habitatmatthews.org or 704-847-4266 ext. 112.

We will call or email you within ten days of receipt of completed applications.