



Team Leader Quick Guide

Fundraising

For many volunteers, fundraising is the only way they'll be able to achieve the program donation required to join in on your trip. Fundraising isn't only about the financial aspect, when volunteers share about Habitat, they spread Habitat's mission to new donors and volunteers.

During your expectations setting calls you can discuss the fundraising platforms available to team members. Volunteers can have access to [share.habitat](#), a peer-to-peer fundraising website, once you invite them to join your team. They can start by fundraising their trip deposit or they can do a combination of submitting donations themselves and fundraising the rest of the program donation.

A **fundraising toolkit** is also available to volunteers for more ideas outside of online fundraising when it comes to raising their program donation.

Practical advice from team leaders about fundraising:

- **Lead by example:** set up your own [share.habitat](#) page and show how simple it is. Then, you'll be able to walk through it with any team members who have questions about setting up a page.
- **Ask self-funded volunteers to share their [share.habitat](#) page anyway:** ask all volunteers to share about their trip with their network. By sharing publicly about their own involvement, they may inspire Habitat's next donor or volunteer! All donations raised in excess of the program donation are additional funds to help sustain Habitat's work in the field.
- **Don't underestimate a hand written letter:** mail a letter to solicit donations from close friends and family members. Compelling information about Habitat and the trip can be found on our website.
- **Share authentically:** potential supporters are more likely to relate and give you their support when you share a short, personal story along with your fundraising request.
- **Fundraise creatively:** make asking for donations less awkward by providing something you love at the same time: teach a yoga class or coach a workout, hold a charity concert, sell baked goods, host a cookout or dessert party, or sell handcrafted goods on Etsy. Advertise a suggest donation amount, but have a jar available for additional freewill donations.
- **Update on fundraising milestones:** challenge your team with weekly or monthly fundraising goals and encourage healthy competition by recognizing those who reach them.
- **Remember to look into matching gifts or corporate donations:** encourage volunteers to inquire with their employers regarding charitable donation matching or corporate gifts.
- **Always include an ask!** When you share your volunteer story, don't forget to actually make a request for donations toward your trip. Link directly to your [share.habitat](#) page or the donation link on [habitat.org/gv](#).