



FUNDRAISING TOOLKIT



GET STARTED straight away

Congratulations on joining the Global Village program!

You and your volunteer team play a vital role in our mission and we want to thank you again for using your time, energy and resources towards eradicating poverty housing with Habitat for Humanity.

Fundraising is an exciting part of your Global Village experience. Through your initiative, advocacy efforts and creativity, your school can become a Habitat for Humanity fundraising champion! The key is to come up with an effective fundraising strategy and to use available resources, including help from other non-profit organizations, when putting together fundraising events. Not only will you support a good cause, but through different marketing efforts you will also have a great opportunity to get out of your comfort zone. This toolkit introduces our top tips to help you meet your fundraising targets.



Don't procrastinate!

Even if your trip is a year away, the earlier you start on your fundraising, the easier it will be.



Build a team around you.

You may have friends, work colleagues, family etc. who admire what you're going to do and want to give a donation. Can they also help mobilize others to raise funds on your behalf? Many hands make light work!



If someone can't give money, can they give time and talent?

A friend who hasn't got much money may nevertheless be willing to contribute, for example, by organizing a fundraising concert, dinner or a collection.



BE PREPARED

think 'fundraising' wherever you go



Going on a volunteer trip is a big thing in your life, and no doubt conversations with people will easily turn to this subject. **Always carry a sponsor sheet with you** so you can turn other people's interest into a donation.



Approach people who are most likely to give generously first. Sponsors tend to take their lead from whatever someone else has put on a fundraising page or sponsor form. Try to ensure that the first couple of entries are reasonably generous – 25+.



The biggest donations can come from unexpected sources so ensure that you do talk to everyone and anyone about what you're doing and why. You never know what their capacity to donate might be.

PLAN AND PRIORITIZE



Map out the months until your trip. Think about what big activities you will do, and plan when the best time is for them.



Is Christmas in the mix? People tend to be more generous around Christmas time. What could you do to make the most of that generosity? **Is your birthday in the mix?** Birthdays are a great time to swap presents for donations.



If you're planning an event, **ensure you run it a good few months before the start of your trip** so that if you do not raise as much as you'd hoped, you will still have time to make up the difference.



Be familiar with Habitat for Humanity and its programs. Be able to answer questions about the organization and how it operates to establish credibility and to communicate the mission.

Contact local media for publicity. Find out if your campus or local paper has a "Community Calendar" or other free publicity space. Contact campus media well in advance of the event. Radio or TV stations may even do free announcements.

Any event can be an educational event if you provide participants with information about HFH and your group. Attach informational flyers to your bake sale goodies. Hand them out to event participants. Have a poster with your website and meeting times.

Any event can be an advocacy event if you provide petitions to sign or recruit people to become online advocates.

Document all events as they are planned, and evaluate after completion, for future reference.

Develop a donor recognition program. One of the best ways to retain donors is to acknowledge their contributions. Thank donors in your newsletter, hang a banner with their logo on the work site or list donors on your group's t-shirt.

Top tips



WHY TO ORGANIZE

a fundraising event

Holding a school fundraiser that everyone can take part in is a positive way of connecting students together for a good cause and teaching them valuable lessons to take away and use later in life. Active participation in fundraising events gives the students strong sense of ownership of the GV trip, strengthens their self-confidence and pride in having achieved something together. Building homes, communities and hope. And what will the raised funds achieve?

\$10 = box of nails in Zambia
\$35 = roof shingles in Ethiopia
\$100 = kitchen sink in South Africa
\$150 = front door in Malawi
\$250 = flooring in Romania
\$1,000 = wallboard in Armenia
\$2,000 = house foundation in Tajikistan

If you need a bit of an inspiration check out the most successful and inspiring fundraising events organized by our partner organizations and schools.

Fundraising ideas



Picnic in the Park
American Community School
in Abu Dhabi

\$27,315 raised

The successful annual fundraiser Picnic in the Park attracted the largest number of donors with 900 tickets sold for the event. The donation had a great impact and helped build 9 houses in India and Kenya.



Walk-a-Thon
Dhahran High School in Al-Khobar

\$50,000 raised

Students who are members of the school's HFH club walk from house to house and raise awareness about poverty housing and Habitat for Humanity's efforts to address the issue globally. Walk-a-Thon is one of the most effective fundraising events. This year, it raised funds to support 3 GV trips and donations that will go towards projects in Cambodia, Nepal and Thailand. Other fundraising events at Dhahran High School are art shows, bake sales, dances and the Christmas bazaar.



Camelbak Water Bottles
American International School
in Vienna

€ 1,500 raised

Camelbak water bottles are sold to the entire AIS community during the Earth week in April. The purpose of this event is not only to raise awareness about the environment by using reusable water bottles, but also as fundraiser for Habitat. Many different types and colors of water bottles are sold during lunch breaks and community events. It has become an annual event and one of the major fundraising events at AIS Vienna. More tips on fundraising events from AIS Vienna: sleigh rides, Halloween, Easter egg hunt.

You can create a fundraising web page for your Global Village trip in just three minutes! Our website, Share.Habitat, will create a customized page for your trip and your destination country. Through this site, you will be able to post a link to Facebook, Twitter, LinkedIn and other social media sites and use dynamic emailing tools to reach out to potential donors.

It's effective!

Habitat for Humanity International has done the research for you. We've researched effective technology tools with best practices that really work. We have also identified a variety of campaigns that provide brand new ideas to raise funds.

It's easy to use!

Complex issues like payment processing, refund management and Facebook integration have already been set up for you.

We'll teach you how to achieve success!

We'll share success stories and best practices with you to enable you to succeed. Training and case studies are available to you.

It's social & mobile ready!

Share.Habitat seamlessly ties into your social media profiles. Nearly one third of donations have been raised via sites like Facebook. With a mobile-friendly site, Share.Habitat allows you to reach donors wherever they are, driving higher traffic and donations.

Fundraising contest

Habitat logo

While running the fundraising campaign for Habitat, your team may display the official Habitat for Humanity and Global Village logo in promotional materials, on the school website, in periodicals and any other materials. Your GV coordinator will provide the logo upon request.

Habitat is challenging Global Village volunteers to make an even greater impact by raising additional funds above individual program costs to support Habitat's projects worldwide. Take up the challenge! Join us in sharing our story, building hope and making an impact on the world.

Best ideas and fundraising events will be recognized!



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