



BUILD AATHON

t h e e x c i t e m e n t i s b u i l d i n g

Fundraising 101 - Welcome to the Build-a-Thon!

You are helping to BUILD the EXCITEMENT! You are a part of eradicating substandard housing from our local communities and from this world. Habitat for Humanity of Seattle/South King County and Habitat for Humanity of East King County have joined forces to build homes throughout King County and create affordable housing opportunities amid an astounding housing crisis. One quarter of King County's workforce can't afford to call King County home and families with the median income cannot afford to buy the median priced home. This must change! Together we can make a difference. Together, we ARE making a difference.

You have already taken the most important step: You are getting involved! We would like this process to be as easy and enjoyable as possible. Please use this guide as a workbook to help you succeed in meeting and exceeding your goals! There are just four easy steps to fundraising SUCCESS!

Click on the link to learn more about each step:

- [Step 1](#) Set a goal
- [Step 2](#) Create a contact list
- [Step 3](#) Start fundraising
- [Step 4](#) Write thank you notes
- [Volunteer Benefits](#)

Step 1: Set a Goal

Think BIG! We are asking every Build-a-Thoner to set a minimum goal of \$250-\$500. This might seem like a lot of money, but think about it this way:

\$5 = One 2x4 for construction

\$35 = One bundle of roof shingles

\$50 = One low flow toilet

\$100 = The average cost to build one sq. foot of a house

\$500 = Interior paint for a house

\$1,000 = Exterior siding for a house

\$5,000 = The foundation for a house



What can you help build?

My fundraising goal is \$ _____

You have a goal! Now you can get started on meeting it, or better yet, BEATING it! Make sure to let everyone know your goal and that you are participating in the 3rd Annual Habitat Build-a-Thon to help keep the excitement building! Be sure to update your fundraising goal online at www.habitat-buildathon.org by clicking on the participant login button.

How to raise \$1000+ in one week:

Day 1: Sponsor yourself! Pay your registration fee of \$25 to get your fundraising started

Day 2: Ask 5 family members to donate \$25 each (all it takes is an email or a phone call)

Day 3: Ask 10 friends to contribute \$20 each (send a quick email using our template)

Day 4: Ask 5 co-workers to contribute \$25 each (asking in person is the BEST!)

Day 5: Ask 5 local businesses to contribute \$25 each (your grocery store, favorite restaurant, drycleaners, etc.)

Day 6: Throw a party! Invite 10 friends (or more) and ask for a \$20 donation to Habitat in lieu of a host(ess) gift

Day 7: Ask your boss for a company contribution (or a matching gift!) of \$100

Wasn't that easy? See our **Creative Fundraising Tips** for even more ideas!

Step 2: Create a Contact List

1. Gather all of your contacts together. Think about:
 - a. Email addresses (personal/business/faith community)
 - b. Contacts from your Social Networking sites (Facebook, Twitter, etc.)
 - c. Holiday card list
 - d. Address book
 - e. Businesses that you visit regularly
2. Make a list
 - a. Family members
 - b. Business contacts (in and out of the office)
 - c. School contacts (former classmates/alumni association)
 - d. Members of clubs and neighborhood associations
 - e. Families of your children's friends and teammates
 - f. Individuals at your place of worship
 - g. Local Businesses
 - i. Mechanic
 - ii. Salon
 - iii. Dry cleaner
 - iv. Grocer
 - v. Gas station
 - vi. Gym
 - vii. Veterinarian
 - viii. Dentist
 - ix. Doctor
 - x. Restaurants
 - h. Miscellaneous (all the folks we haven't even considered yet!)

Step 3: Start Fundraising!

This is the best part because it is so SIMPLE! All you have to do is log in to your fundraising page at www.habitat-buildathon.org and click on the Email button. Each email you send will include a link to your Build-a-Thon account where your supporters can make a secure donation online.



Helpful hints

- Use one of our templates below (make sure to personalize it with your name, fundraising goal, and volunteer commitment)
- Include a photo of you (one of you volunteering with Habitat if available).
- Upload photos and tell your story on your webpage so that your supporters really understand your connection to and passion for Habitat.
- A matching gift by a company (yours or a friend's) can DOUBLE your support.
- See our Creative Fundraising Tips and Ideas guide to supplement your letter campaign.

If you prefer to send letters by mail:

- Keep it short and make it personal
- Share why you are participating in the Build-a-Thon and what your fundraising goal is
- Provide information about Habitat for Humanity. Here are a few suggestions..
 - Habitat exists to ensure access to safe, durable, affordable homes that help children and families thrive.
 - Every 10 minutes a Habitat house is started somewhere in the world.
 - For every \$100 we raise in King County, \$90 is used to build homes in our own neighborhoods and \$10 is used to help build homes around the world.
 - The benefits of homeownership and proper housing are astounding: families are stronger, children are healthier and communities are safer.
 - More than 1.6 billion people around the world live in substandard housing. This must change. The change starts at HOME!
- Close by saying thank you and asking your supporters to make a fully tax deductible donation either:
 - Online at www.habitat-buildathon.org
 - By check made payable to Habitat for Humanity (make sure your name and "Build-a-Thon" is written in the memo line of the check and mail it directly to the affiliate you choose to support.

Habitat for Humanity Seattle/South King County
Attn: Build-a-Thon
PO Box 88337
Tukwila, WA 98138

Habitat for Humanity East King County
Attn: Build-a-Thon
16315 NE 87th St., Suite B-5
Redmond, WA 98073

Your fundraising webpage will remain online for some time after the Build-a-Thon. We encourage you to keep your fundraising going even after the event. This is a great way to continue to spread awareness about the Habitat mission and your connection to our work. If you receive checks directly from your supporters (before or after the event) please mail them to the affiliate you choose to support and we will make sure they are reflected in your fundraising progress. Please make sure to include "Attn: Build-a-Thon" on the envelope.

Sample Letters: East King County

Letter 1

Dear (insert name(s)),

Habitat for Humanity is a **hand up, not a hand out!** Through the hard work, determination, and compassion of volunteers, family partners and supporters, Habitat builds lives, relationships and communities, one house at a time. Habitat for Humanity is a nonprofit housing developer dedicated to building safe, durable and affordable homes in partnership with low-income families.



Habitat for Humanity East King County is hosting their 3rd Annual Build-a-Thon between October 4th and October 8th. I am thrilled to tell you that **I am participating!** What is a Build-a-Thon? Much like sponsoring miles walked in a Walk-a-Thon, I am inviting you to sponsor my volunteer hours for Habitat and be a part of this **exciting community event**.

As a participant in the Build-a-Thon my personal goal is to raise \$(insert fundraising goal) or more to help families in King County achieve the dream of **first-time home ownership**. You can help right now by sponsoring my volunteer hours with Habitat. It's easy! Just go to www.habitat-buildathon.org to make a secure online donation today. If you prefer to write a check please make it payable to Habitat for Humanity and send it to (insert affiliate contact information).

Why is this so important? Because only 14% of King County housing is available to households earning below 50% of median income (HDC, 2006). *This must change.* You can **lead the way** by sponsoring my volunteer hours with the Habitat for Humanity Build-a-Thon!

If you have any questions please contact me at (your phone # and email). If you have any questions about Habitat for Humanity or the Build-a-Thon please visit www.habitat-buildathon.org for more information. **You can help us change lives!**

Thanks in advance for your support,

Your Signature
Your address/phone/email

P.S. We can even start a Build-a-Thon team together! Go to www.habitat-buildathon.org and choose "I want to Participate!"

*Habitat for Humanity of Seattle/South King County and Habitat for Humanity of East King County
are IRS-Designated 501(c)(3) organizations.
All donations are tax deductible to the fullest extent of the law.*

Sample Letters: Seattle/South King County

Letter 1

Dear (insert name(s)),

Habitat for Humanity is a **hand up, not a hand out!** Through the hard work, determination, and compassion of volunteers, family partners and supporters, Habitat builds lives, relationships and communities, one house at a time. Habitat for Humanity is a nonprofit housing developer dedicated to building safe, durable and affordable homes in partnership with low-income families.

Habitat for Humanity Seattle/South King County is hosting their 3rd Annual Build-a-Thon between September 27th and October 2nd. I am thrilled to tell you that **I am participating!** What is a Build-a-Thon? Much like sponsoring miles walked in a Walk-a-Thon, I am inviting you to sponsor my volunteer hours for Habitat and be a part of this **exciting community event**.

As a participant in the Build-a-Thon my personal goal is to raise \$(insert fundraising goal) or more to help families in King County achieve the dream of **first-time home ownership**. You can help right now by sponsoring my volunteer hours with Habitat. It's easy! Just go to www.habitat-buildathon.org to make a secure online donation today. If you prefer to write a check please make it payable to Habitat for Humanity and send it to (insert affiliate contact information).



Why is this so important? Because only 14% of King County housing is available to households earning below 50% of median income (HDC, 2006). *This must change.* You can **lead the way** by sponsoring my volunteer hours with the Habitat for Humanity Build-a-Thon!

If you have any questions please contact me at (your phone # and email). If you have any questions about Habitat for Humanity or the Build-a-Thon please visit www.habitat-buildathon.org for more information. **You can help us change lives!**

Thanks in advance for your support,

Your Signature
Your address/phone/email

P.S. We can even start a Build-a-Thon team together! Go to www.habitat-buildathon.org and choose "I want to Participate!"

*Habitat for Humanity of Seattle/South King County and Habitat for Humanity of East King County are IRS-Designated 501(c)(3) organizations.
All donations are tax deductible to the fullest extent of the law.*

Letter 2: East King County

Dear (name(s)),

I am participating in King County's third annual Habitat for Humanity Build-a-Thon to raise awareness and funds for a future without substandard housing. Habitat for Humanity builds safe, affordable, durable homes in partnership with low-income families and helps make the dream of home ownership a reality. Habitat for Humanity East King County is hosting this exciting community event that will make a difference in the lives of so many families!

On (date) I will be volunteering with Habitat for Humanity as part of the Build-a-Thon and I need your help, generosity and support! My personal fundraising goal is \$ (insert goal). I am raising money so that Habitat for Humanity can continue creating affordable housing opportunities in our community. I invite you to join me by sponsoring my volunteer hours with Habitat.

Please consider making a donation on my behalf to help me reach my goal. Making a difference is easy! Visit www.habitat-buildathon.org and click on "support a participant" to make a secure online contribution. You can also send a donation to (insert affiliate contact information) made payable to Habitat for Humanity. If you have any questions please contact me at (your phone # and email). If you have any questions about Habitat for Humanity or the Build-a-Thon please visit www.habitat-buildathon.org for more information. Every dollar makes a difference! You can lead the way! You can help us change lives!

Thanks in advance for your support,

Your Signature
Your address/phone/email

P.S. The **EXCITEMENT** is **BUILDING!** www.habitat-buildathon.org

*Habitat for Humanity of Seattle/South King County and Habitat for Humanity of East King County are IRS-Designated 501(c)(3) organizations.
All donations are tax deductible to the fullest extent of the law.*



Letter 2: Seattle/South King County

Dear (name(s)),

I am participating in King County's third annual Habitat for Humanity Build-a-Thon to raise awareness and funds for a future without substandard housing. Habitat for Humanity builds safe, affordable, durable homes in partnership with low-income families and helps make the dream of home ownership a reality. Habitat for Humanity Seattle/South King County is hosting this exciting community event that will make a difference in the lives of so many families!

On (date) I will be volunteering with Habitat for Humanity as part of the Build-a-Thon and I need your help, generosity and support! My personal fundraising goal is \$ (insert goal). I am raising money so that Habitat for Humanity can continue creating affordable housing opportunities in our community. I invite you to join me by sponsoring my volunteer hours with Habitat.

Please consider making a donation on my behalf to help me reach my goal. Making a difference is easy! Visit www.habitat-buildathon.org and click on "support a participant" to make a secure online contribution. You can also send a donation to (insert affiliate contact information) made payable to Habitat for Humanity. If you have any questions please contact me at (your phone # and email). If you have any questions about Habitat for Humanity or the Build-a-Thon please visit www.habitat-buildathon.org for more information. Every dollar makes a difference! You can lead the way! You can help us change lives!

Thanks in advance for your support,

Your Signature
Your address/phone/email

P.S. The **EXCITEMENT** is **BUILDING!** www.habitat-buildathon.org

*Habitat for Humanity of Seattle/South King County and Habitat for Humanity of East King County
are IRS-Designated 501(c)(3) organizations.
All donations are tax deductible to the fullest extent of the law.*

Step 4: Write Thank You Notes

Saying thank you is the most important part of your fundraising efforts. It is important to acknowledge the generosity of your supporters and the impact they are making on the lives of Habitat partner families. Every donor will receive an official thank you from Habitat, but a personal thank you from YOU will go a long way. This could be a phone call, a hand written note, or a personalized email (not a group email in this case). Sharing your Build-a-Thon success and enthusiasm will ensure their future support and maybe even participation in next year's event!

Volunteer Benefits

As our way of saying THANK YOU, every Build-a-Thon volunteer will receive a personalized website, Build-a-Thon t-shirt, lunch and goodies on site, an invitation to the Opening and Closing Ceremonies (see the Build-a-Thon schedule for more details), and the pride of building community and transforming lives. In addition, to say thank you for all of your efforts during the closing ceremony prizes will be auctioned off for top fundraising individuals, teams as well as small prizes raffled off each day on site!

And you're off! Please contact us if you have any questions. We want to help you reach your potential and have a GREAT experience participating in the Build-a-Thon.

Seattle/South King County

East King County



Alexandra Eckstein
aeckstein@seattle-habitat.org
206.292.5240 x108

Gena Guillen
gena@habitatekc.org
425.869.6007 x 239

Don't forget...

- All the information you need to donate and/or participate is online at www.habitat-buildathon.org
- Please make checks payable to Habitat for Humanity and the affiliate you choose
- Be sure to write your name and "Build-a-Thon" in the memo line of each check
- A matching gift by a company can DOUBLE your pledge!