Habitat for Humanity®



every one

deserves a decent place to live.

Doors of Opportunity

Awareness Campaign for Habitat for Humanity

Presented by Sarah Bunch

WHO ARE WE?



Habitat for Humanity is a global nonprofit empowering families through affordable housing.

Housing insecurity locks families out of critical opportunities for education, health, and economic stability. The Doors of Opportunity campaign shows how stable housing transforms lives and strengthens communities, making it essential for long-term societal growth.

1 IN 6 U.S. HOUSEHOLDS

ARE BURDENED BY HOUSING COSTS

DOORS OF OPPORTUNITY

CAMPAIGN ANALYSIS

STRENGTHS

S

Trusted brand
Community model

OPPORTUNITIES

O

Digital storytelling
Local partnerships

WEAKNESSES

W

Limited public awareness of full impact

THREATS

T

Economic pressure on donations

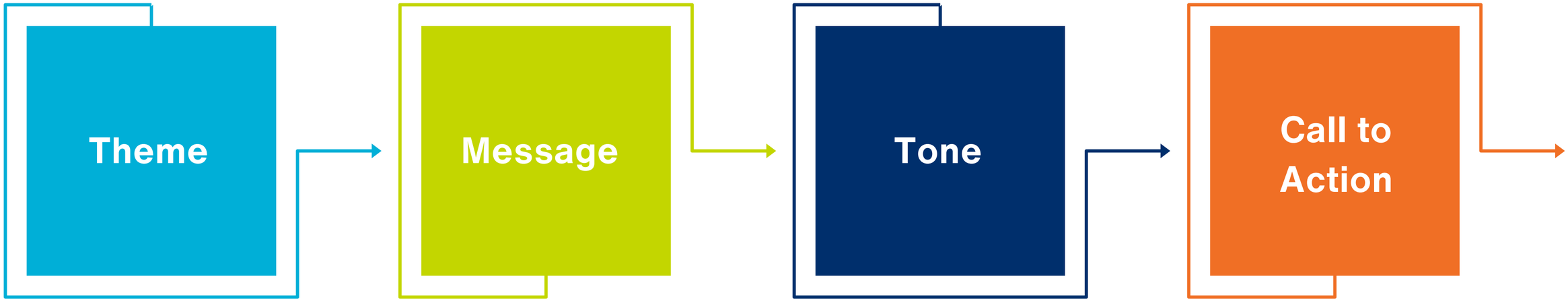


TARGET AUDIENCE

- Aged 30–55, socially conscious, educated professionals
- Heavy users of Facebook, Instagram, YouTube, LinkedIn

DOORS OF OPPORTUNITY

CAMPAIGN OVERVIEW



The Doors of Opportunity campaign uses the powerful metaphor of a door to symbolize how safe, affordable housing unlocks possibilities for families.

Habitat for Humanity doesn't just build homes, it builds futures by opening doors to better health, education, economic stability, and stronger communities.

Uplifting, sincere, empowering, and action-driven

“Look at what’s possible — and you can help make it happen.”

Main: "Open a door for someone today."

Specific actions:

- *Donate* to help build homes and futures.
- *Volunteer* your time to open doors.
- *Advocate/share* to open a new opportunity for families in need.

DOORS OF OPPORTUNITY

CAMPAIGN OBJECTIVES





- Boost digital engagement by 20%
- Increase volunteer signups and donations by 15%
- Strengthen brand affinity by 10%

DOORS OF OPPORTUNITY

MEDIA MIX

TRADITIONAL

- Posters at ReStores
- Press releases
- Op-eds in local papers



DIGITAL

- Paid Facebook, Instagram, YouTube, LinkedIn
- Bi-weekly emotional email storytelling





HYBRID

- QR Codes linking physical and digital engagement

DOORS OF OPPORTUNITY

CREATIVE CONCEPTS

Instagram Ads



SWIPE TO OPEN THE DOOR



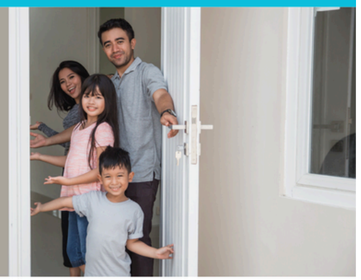
Behind every Habitat door is a story waiting to be written

ReStore Poster

Habitat Logo

Doors of Opportunity

Help open more doors to safe, affordable homes.



Why Doors Matter

Access to stable housing brings opportunities

2.5M+ U.S. children experience homelessness

400% more wealth for U.S. homeowners compared to renters

21% more social connections for homeowners with low and moderate incomes

Scan to Meet the Families

Behind every front door is a journey.

These are the real voices of families whose lives have changed through affordable homeownership.

Watch and see what happens when people are empowered with a place to call home.

SCAN ME

Open the Door. Build the Future.

Website Landing Page

Habitat Logo

DONATE VOLUNTEER

Doors of Opportunity

Help open more doors to safe, affordable homes.

LEARN MORE



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Get Involved

DONATE VOLUNTEER ADVOCATE

DOORS OF OPPORTUNITY

TIMELINE & KEY PHASES

LAUNCH

June 1
(National Homeownership Month)

MOMENTUM

Summer engagement through stories, reels, and ads

RECAP & RENEW

August and September impact sharing

CAPSTONE

October 6 finale
(World Habitat Day)

DOORS OF OPPORTUNITY

SUCCESS MEASUREMENTS





- **Awareness:** page views, email opens
- **Engagement:** social shares, comments, hashtag use (#DoorsOfOpportunity)
- **Action:** donations, volunteer sign-ups
- **Advocacy:** return visitors, post-campaign survey feedback

THANK YOU!



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Habitat for Humanity®

We build **strength**, **stability** and **self-reliance** through **shelter**.