2022
Gingerbread Home Build

Spread the Word Toolkit

Social Media and Email Templates



Pikes Peak
Habitat
for Humanity®

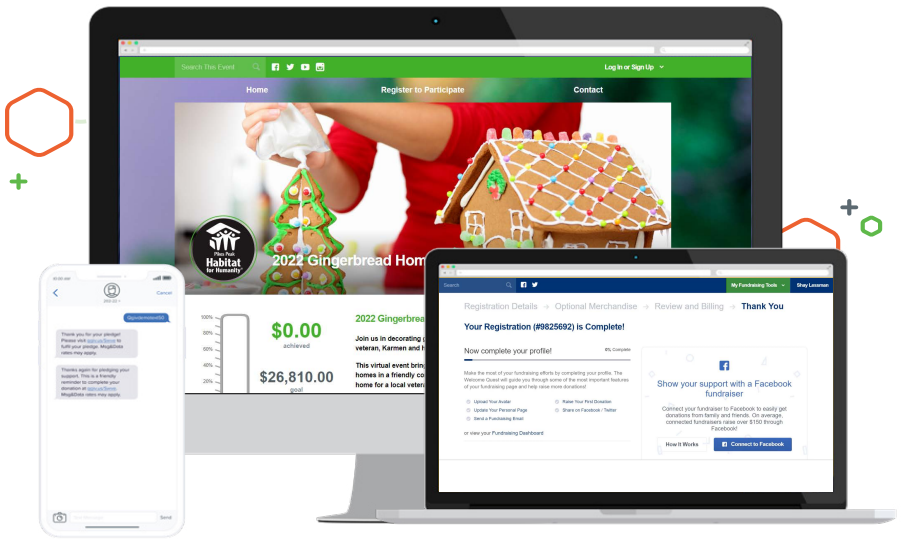
We're so excited you've joined us - thank you!

Your participation and effort in encouraging donation votes for your gingerbread home display is vital to the success of this fundraising effort. Remember, all donation votes directly support the construction of an affordable home for Karmen, a local veteran, and her two sons!

We made this guide so it would be easy for you to spread the word and garner donation votes! The templates in this guide offer quick and easy ways to tell your social network why you're fundraising with us and to ask for their support.

You can ask for donation votes online through an integrated email system, through your social media accounts, or via text message. We've crafted some templates to make it easy. **All you need to do is copy, paste, and personalize the message!**

Please reach out to Sarah Bunch at the contact information below if you have any questions throughout the event.



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Introduce your social network to your fundraing page

Quincey Givens 10:00 am

Hey friends! I'm fundraising with Pikes Peak Habitat for Humanity to help build an affordable home for a local veteran. The fundraiser is a gingerbread decorating competition. Please consider donating to "vote" for my gingerbread home. All donation votes directly support the construction of building a local veteran's home! You can make a donation vote by going to my personal fundraising page: **[insert link to personal fundraising page]**. Even if you can't give, if you could share my post on your page so more people see it, I'd really appreciate it. Thanks!

Like Comment

Explain why you're raising funds

Quincey Givens 10:00 am

It's me again! I told you all I was raising funds with Pikes Peak Habitat for Humanity to build a home for a local Army veteran, Karmen, and her two sons. Their home will be Pikes Peak Habitat's 4th Veterans Build and is already under construction. Your support will provide the funding needed to help complete their home! I hope you'll consider helping us raise funds by donating to vote for my gingerbread home. You can donate to help here: **[link to personal fundraising page]**. Thanks!

Like Comment

Invite friends, family, clients, etc. to vote for your gingerbread home with a donation via your fundraising page

Quincey Givens 10:00 am

Big shout-out to everyone who's donated to vote for my gingerbread home! You guys rock! If you haven't donated and would like to, you can place your donation vote here: [**link to personal fundraising page**]. The goal for Habitat's Gingerbread Home Build is $26,810, which is 9% of the cost to build a new home for a local veteran, Karmen, and her sons. 100% of your donation will go directly to the cost of construction. Let's win the competition and hit this fundraising goal out of the park! Thank you for your support!

Like Comment

Share the impact of donation votes

Quincey Givens 10:00 am

Once upon a time… okay it wasn't that long ago, I asked you to support me during this fundraiser. But you're not just supporting me when you donate to vote for my gingerbread home. You're also helping a local veteran build a decent, affordable, and permanent home for their family. When you donate to vote here, [**link to personal fundraising page**], you will help a veteran build stability, safety, and self-reliance. Families who partner with Habitat for Humanity build their own homes alongside volunteers, pay an affordable mortgage, and take homeowner education classes. Donate today to help me win the competition and build this home!

Like Comment

Encourage them to share your fundraiser

Quincey Givens 10:00 am

Hey guys! You're all awesome. Thank you for supporting my gingerbread fundraiser for Pikes Peak Habitat for Humanity. Do you mind helping me out just a little bit more? It won't cost you a thing except a couple seconds of your time. Could you share my fundraising page on your social media? **[link to personal fundraising page]** I'd appreciate your help getting the word out. Together, we can help Habitat build an affordable home for a local veteran and their family!

Like Comment

Share your text fundraising keyword

Quincey Givens 10:00 am

Hey guys! Did you know you can vote for my gingerbread home via text? I created a text fundraising keyword that you can send to **50155**. Just text **[text fundraising keyword]** to that number, complete your donation on your phone, and you'll have supported my fundraiser for Pikes Peak Habitat for Humanity on the go! Simple right? Thanks for your support!

Like Comment

Share a fundraising milestone

Quincey Givens 10:00 am

Big news! We're now **[percentage to goal]** to my fundraising goal of **[dollar amount you want to raise]**. Every dollar donated supports Pikes Peak Habitat for Humanity's 4th Veterans Build. Thank you for your support so far. Together, we can build this home for a local veteran, Karmen and her two sons! **[link to personal fundraising page]**

Like Comment

Post for when the fundraising goal is reached

Quincey Givens 10:00 am

We did it! Thanks to you, I've reached 100% of my **[fundraising goal amount]** fundraising goal. That means those funds will help Pikes Peak Habitat for Humanity complete the construction of an affordable home for a local veteran next year. Thank you to everyone who supported my gingerbread home with a donation vote or shared my page. Your efforts made this possible!

Like Comment

Email about why you're raising funds

SUBJECT:

I'm raising money for Pikes Peak Habitat for Humanity's 4th Veteran Build

BODY:

Dear **[First Name]**,

As some of you may know, affordable housing is really important to me, so I'm raising funds in a gingerbread decorating competition with Pikes Peak Habitat for Humanity to help them build an affordable home for a local veteran! Would you please consider donating to "vote" for my gingerbread home to help me win the competition? All donations directly support the construction of Habitat's 4th Veterans Build - a new, affordable home for local Army veteran, Karmen.

Karmen is a single mother to two young boys and is now one step closer to realizing her dream of becoming a future homeowner! Habitat began construction of Karmen's family's home in October, but we're fundraising to complete this home for Karmen and her sons.

Interested in helping me win the competition and supporting the construction of Habitat's 4th Veterans Build? Consider making a donation to my personal fundraising campaign **[link to personal fundraising page]** .

Thank you so much for your support as we work to build a better El Paso County with some holiday fun!

Sincerely,
[Your name/Email Signature]



How to make a donation vote to help you win

SUBJECT:

In case you missed it, I'm raising money for Pikes Peak Habitat for Humanity's 4th Veteran Build.

BODY:

Dear **[First Name]**,

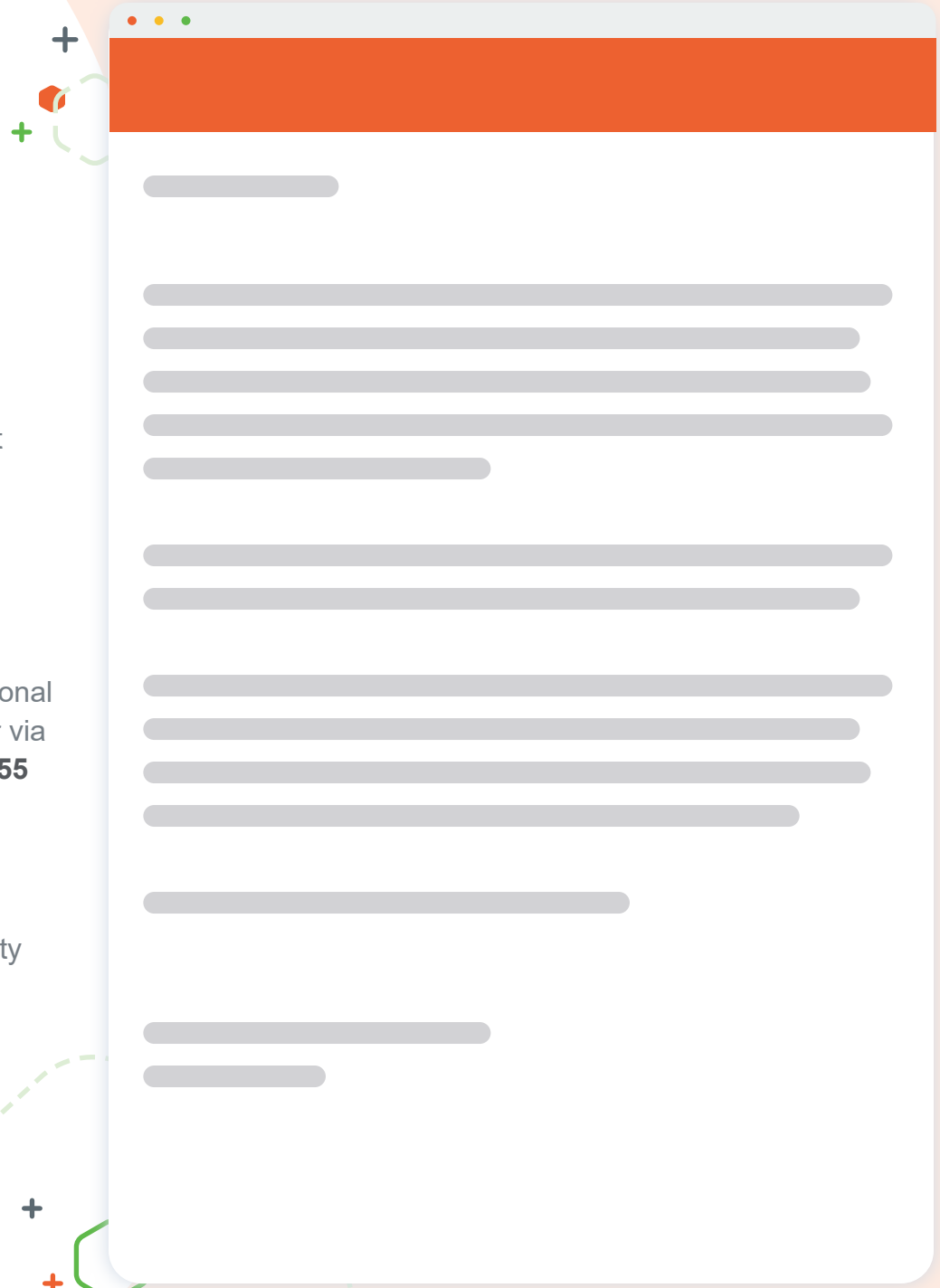
I'm fundraising for Habitat's Veterans Build because I care about veterans in our community. This cause is near and dear to my heart, and I hope it's important to you too! If you want to support me and Pikes Peak Habitat for Humanity as we work to make sure veterans have decent, affordable housing, there are a few ways you can help.

You can vote for my gingerbread home by donating to my personal fundraising page here **[link to personal fundraising page]** or via text. Just text my keyword, **[text fundraising keyword]** to **50155** and follow the link to donate.

You can also help by sharing this email with other people who care about affordable housing and our local veterans. Let them know I'm raising funds for Pikes Peak Habitat for Humanity and that any help they can provide will make a big difference.

Thanks for your support. I'm counting on you!

Sincerely,
[Your name/Email Signature]



Update email sharing progress toward the goal

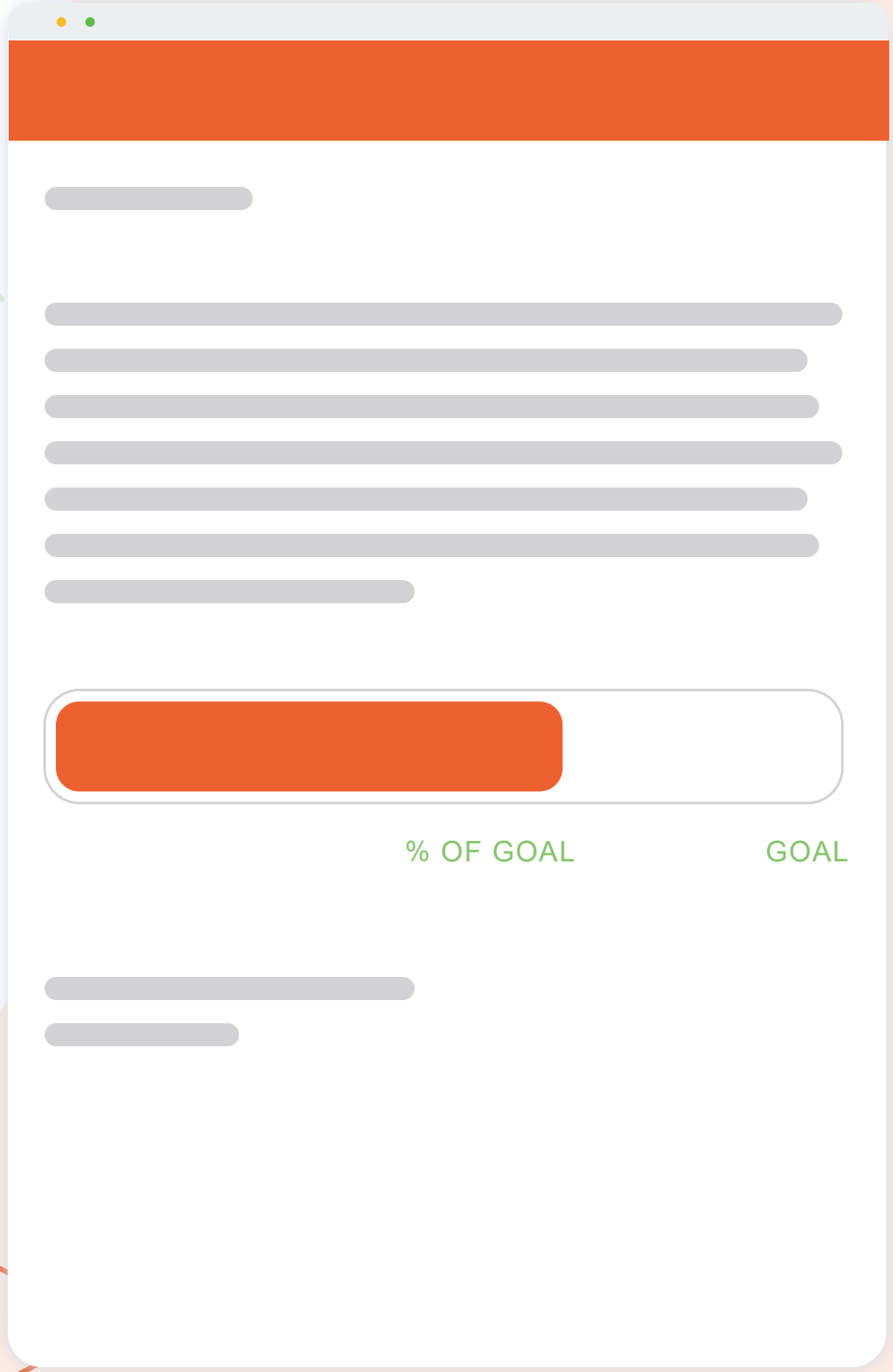
SUBJECT:
Big news! We're already **[percentage toward goal]** there!

BODY:
Dear **[First Name]**,

We've just hit the **[percentage]** mark toward my **[dollar amount of fundraising goal]** fundraising goal. That means we're **that much closer to** helping Habitat build their 4th Veterans Build - a decent, affordable home for a local veteran! That's huge! And it's all thanks to your help.

Thank you for donating to vote for my gingerbread home and sharing my page with others. You're the best!

Sincerely,
[Your name/Email Signature]



Email when fundraising goal is reached

SUBJECT:

We did it!

BODY:

Dear **[First Name]**,

Thank you for your support of my gingerbread home in the fundraising competition. Because of your efforts, we have reached our fundraising goal. All your donation votes will directly support the construction of Habitat's 4th Veterans Build, which is projected to be completed next year.

This cause is important to me, and I'm glad it was important to you too. By sharing these emails with others or donating to vote for my gingerbread home, **you've made an impact.** Because of your efforts, we've raised **[dollar amount raised]**.

Thanks again for supporting me and Pikes Peak Habitat for Humanity.

Sincerely,
[Your name/Email Signature]



Thank you again for joining us to help make our Veterans Build possible!

Please reference the other guides in your registration convfirmation email for details on how to connect your Facebook page to your fundraising page and how to set up a code for text donation votes.

Should you have any questions, please reach out to Sarah Bunch at the contact information listed below.

Good luck in the competition and thank you for supporting affordable homeownership for local veterans!

Pikes Peak Habitat for Humanity®

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