



KINDNESS CREW

An initiative that **empowers** young people to advance Habitat for Humanity's mission through fundraising, volunteerism, and awareness. We **encourage** all schools, athletic teams, youth groups, etc. in Montgomery and Delaware Counties to **join us!**

PEER-TO-PEER FUNDRAISING TOOLKIT





Getting Started



Tell Your Story

Scan the QR code to get started on your [fundraising page on Kindful](#). Share why Habitat MontDelco resonate with you? Have you or someone you know been directly impacted?



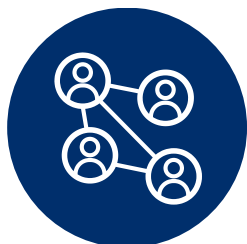
Set Your Goal

When setting your fundraising goal, aim high but keep it realistic. **Decide how you'll raise the funds** – consider hosting a bake sale, organizing a talent show, hosting a sports tournament, or donating a percentage of sports ticket sales. Get creative and have fun with your ideas!



Choose Your Platform

Sharing your Fundraising Page on social media is the easiest and quickest way to get your cause out there. Tag us in your post!



Ask Your Network

Kick off your campaign by making the first donation. Your contribution will show you're invested and inspire others to give. Ask your family, friends, and coworkers to support by sharing and donating.

CREATING YOUR FUNDRAISING PAGE

1.

Sign Up for a Kindful Account

Scan the QR code or [click this link here](#). Select “Create a Team”. You’ll be directed to Kindful to create your account. If you already have an account, simply sign in.

Scan Here



2.

Confirm Account

You’ll receive a confirmation email to verify your account. After verification, go to the dashboard, click “Cause” on the left, select “Kindness Crew,” and then click “Create Team” to set up your Team’s Fundraising Page.

3.

Create Your Team Page

On the “Create” page, you can set your:

- Fundraising Goal
- Team Name
- Mission Statement
- Description About Your Team
- Event Location (defaults to the Kindness Crew Cause Event Date if left blank)

On the “Customize” page, you can:

- Choose a theme color
- Set your team profile picture
- Add a future image or video

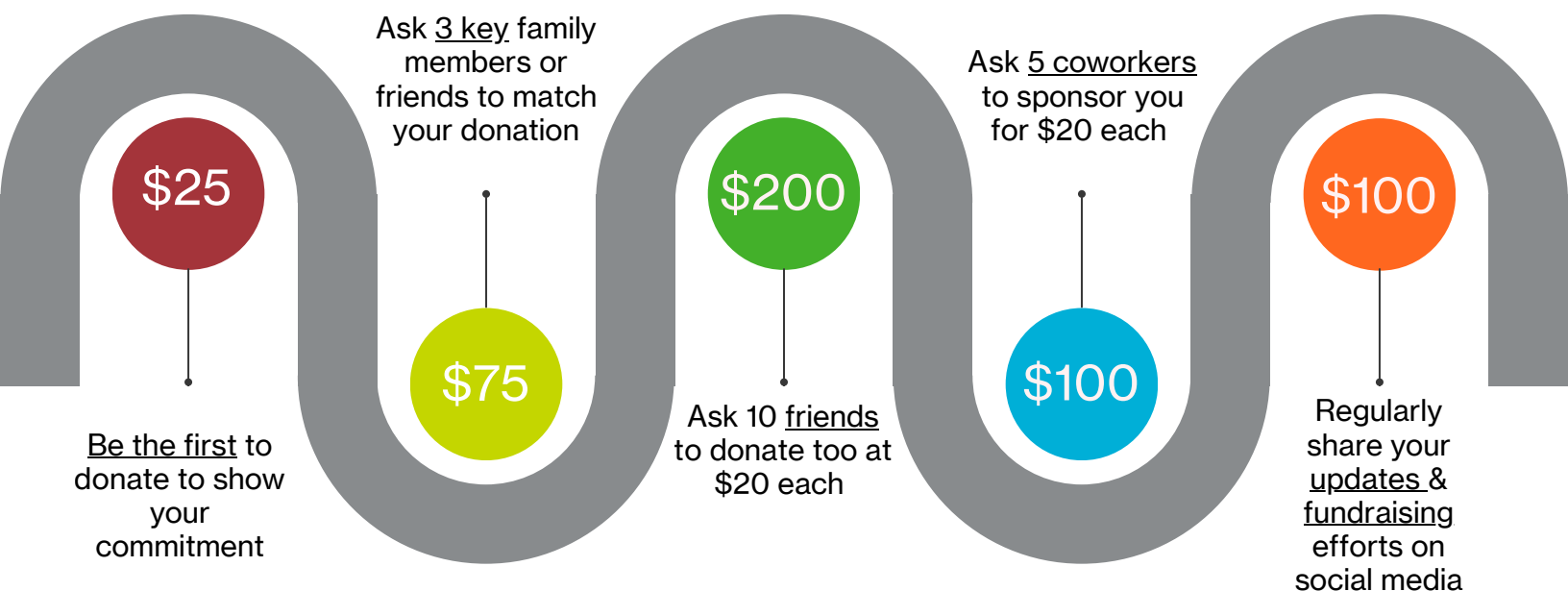
4.

Start Fundraising

Get ready to raise some funds for a good cause! It's important to communicate how Habitat for Humanity MontDelco's mission has impacted your life in a meaningful way and why you've decided to fundraise on our behalf.

Roadmap to Raising \$500

Here are sample actions that can quickly help you raise \$500. Adapt these strategies to reach your goal and aim even higher – let's reach for the stars together!



Sample Fundraising Calendar

To keep your fundraising top of mind, we recommend posting on social media once or twice a week and send one email weekly. Use texts sparingly and avoid overwhelming people with donation requests. During the final push phase of your fundraising efforts, increasing your frequency to a few social posts a day has proven to be highly effective, so go for it!

SUN	MON	TUE	WED	THU	FRI	SAT
Week 1 - Announce campaign!						
Week 2 - Share progress and share more about impact.						
Week 3 - Share progress, encourage others to join.						
Week 4 - Last chance to donate.						
Week 5 - Thank you to all supporters.						

Sample Emails

INTRODUCTION EMAIL

Subject Line

Help Me Raise Funds for Habitat for Humanity MontDelco

Body:

Hey [Name],

I hope you're doing well! I'm excited to share that I've teamed up with Habitat for Humanity of Montgomery and Delaware Counties and I need your help to make a big impact. My goal is to raise [\$Goal] to support Habitat for Humanity MontDelco help individuals and families achieve the strength, stability and independence they need to build a better life.

To make a donation, please find my fundraising page here: [URL].
Your support would mean a lot to me.

If donating isn't possible right now, that's okay! Simply forwarding this email to friends and family would be a huge help.

Thank you for your consideration.

[Your Name]

FUNDRAISING PROGRESS EMAIL

Subject Line

We're halfway there – \$XX more to go!

Body:

Hey [Name],

I've got great news – I'm halfway to reaching my fundraising goal of [\$Goal] raised for Habitat for Humanity of Montgomery and Delaware Counties! Pretty awesome, right? All the money raised will help Habitat MontDelco build homes, communities, and hope.

If you haven't had a chance to contribute yet and would like to, you can still make a difference here: [URL]. And if you can help spread the word, that would be amazing!

Thanks again for help!

[Your Name]

Sample Emails

THANK YOU EMAIL

Subject Line

Thank You for Your Support!

Body:

Hey [Name],

I just wanted to say a huge thank you for your donation to my Habitat for Humanity fundraiser! Your support means the world to me and is making a real difference.

Thanks to you, we're helping Habitat MontDelco help individuals and families achieve the strength, stability and independence they need to build a better life. It's exciting to see the impact we're making together!

If you have any questions or just want to chat about how things are going, feel free to reach out. Thanks again for everything – you're amazing!

Warmly,

[Your Name]





Sample Posts

Example 1

Hey everyone! I've teamed up with @Habitatmontdelco to build homes, communities, and hope. Let's make a difference together – please share and donate to help create a lasting impact. [shortlink]

Example 2

Hey everyone! I'm excited to support @Habitatmontdelco, a cause that's very close to my heart. Help us build homes, communities, and hope. Share and donate to make a difference together! [shortlink]

Example 3

I've raised \$[XX] so far for @Habitatmontdelco, and every dollar brings us closer to our goal. I appreciate everyone who has contributed so far! Let's keep the momentum going – share the campaign and donate if you can. [shortlink]

Example 4

Thank you to everyone who supported my fundraiser to benefit @Habitatmontdelco. With your support, I've already raised \$[XX]. One week left, help me reach the finish line. Share or donate today! [shortlink]

Example 5

I've officially reached my fundraising goal for @Habitatmontdelco, and it's all thanks to your incredible support! A huge THANK YOU to everyone who donated, shared, and cheered me on.

Tag Us On Social Media

When you share updates about your fundraising efforts, including photos and videos, please tag us using the social media handles below. We'd love to repost and share your content to boost awareness, engagement, and support!



@HabitatMontDelco



@HabitatMontDelco



@HFHMDC



Have Questions?

Have Questions? We're Here to Help!

If you need assistance with setting up your account or brainstorming fundraising ideas, don't hesitate to reach out.

- Email us at development@habitatmontdelco.org
- Call us at (610) 278-7710

We're committed to supporting you every step of the way to help you achieve your fundraising goals.

Frequently Asked Questions

Does Habitat for Humanity give houses away for free?

No, Habitat for Humanity does not give houses away for free. Instead, families purchase their homes through affordable, interest-free mortgages. Habitat partners with these families to help them build or improve their homes, and the mortgage payments are reinvested into the program to help more families.

What is this crowdfunding campaign for?

All donations go directly to Habitat for Humanity Montgomery and Delaware Counties to support building and repairing homes, and to improve housing conditions for families.

Is my donation tax-deductible?

Yes, donations to Habitat for Humanity Montgomery and Delaware Counties are tax-deductible. You will receive a confirmation email with a receipt for your records.

How does Habitat select families?

- Need: Issues with accessibility, safety, health, or affordability.
- Willingness to Work:
 - Commitment to contributing Sweat Equity.
 - Enroll in Habitat's Financial Literacy Program
- Ability to Pay: Must have a steady income and reasonable credit.
- Residency: Must live or work in Montgomery or Delaware County for at least one year.

What are other ways that I can be involved?

We offer many ways to get involved, including various volunteer opportunities. For more details, please visit our website at habitatmontdelco.org.





THANK YOU FOR **YOUR** SUPPORT!

Thank you so much for taking the time to spread the word about Habitat for Humanity of Montgomery and Delaware Counties' work and for fundraising on our behalf. Every dollar raised moves us closer to fulfilling our mission and helps us continue to make a lasting impact. We appreciate you and look forward to continuing this meaningful partnership for years to come!

