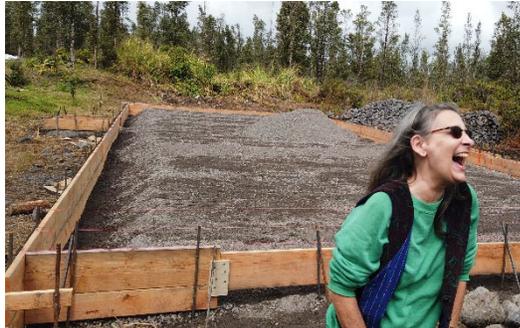


Everyone deserves a decent place to live.



Hawai'i is facing a housing crisis. With the highest median home price in the nation and one-third of households living paycheck to paycheck, working families are already living in poverty housing or facing homelessness. These hard-working families need relief from the high costs of housing now.

Our Work

Habitat for Humanity Hawai'i Island builds decent and affordable homes in our local community in partnership with families in need of a decent place to live. Habitat homebuyers help build their own homes alongside volunteers and pay an affordable mortgage.

Decent

Habitat houses are large enough for the homeowner family's needs, but small enough to keep construction and maintenance costs affordable. Habitat for Humanity uses quality, locally available building materials.



Affordable

The labor of volunteers and partner families, efficient building methods, modest house sizes, and no-profit loans make it affordable for low-income families to purchase Habitat houses.

“Things could be even worse if it weren't for Hawaii's spirits of aloha and 'ohana. ...about half the people in Hawaii... survive by depending on friends and family for financial support.”

– Honolulu Civil Beat

Impact

Since 2002, Habitat for Humanity Hawai'i Island has helped over 160 families improve their housing situation through critical home repairs and affordable new home construction.

This is an equal opportunity program. Discrimination on the basis of race, color, religion, ancestry or national origin, sex, familial status, physical or mental disability, marital status, age or HIV infection is prohibited by federal law. Habitat for Humanity Hawai'i Island is a tax-exempt 501(C)(3) nonprofit organization. Your gift is tax-deductible as allowed by law.

Social Media & Email Fundraising Templates

Social media and email are the perfect place to start your fundraising efforts or share your event – it's the place where you go to connect with people. **A person-to-person connection is the most powerful tool you have to help meet your goal.**

Share your Hawai'i Island story: How long have you lived here? What does being at home mean? When did Hawai'i Island become your home? Try to relate your story to families in need you support when you donate to Habitat Hawai'i Island.

SAMPLE FACEBOOK POST:

Did you know that one in three households in Hawai'i lives paycheck-to-paycheck? [@Habitat for Humanity Hawai'i Island](#) helps more hard-working local families have a safe, decent, and affordable home in the neighborhoods where they work and attend school. Every home is a foundation for a families' future, meaning more families can live on Hawai'i Island for generations.

I support Habitat Hawai'i Island because [INSERT YOUR HABITAT STORY]
[INSERT YOUR ASK: Donate to my page, come to my event, etc.]

SAMPLE TWITTER POST:

We're all 'ohana – that's why I'm raising money for [@habitathi](#) as they work to build and repair safe, decent, and affordable homes for families in need on Big Island.

I'm raising money for [@habitathi](#) – support me as I raise funds for Hawai'i Island families in need.

Did you know that [@habitathi](#) provides hard-working families with the strength, stability, and self-reliance of affordable homeownership? Learn more at [INSERT FUNDRAISING EVENT OR PAGE].

Everyone on Hawai'i Island deserves a safe, decent, and affordable home. Join me as I support [@habitathi](#) as we make that vision a reality.

Social Media & Email Fundraising Templates

SAMPLE INSTAGRAM POST:

We're all 'ohana – that's why I'm raising money for [@habitathisland](#) as they work to build and repair safe, decent, and affordable homes for families in need on Big Island.

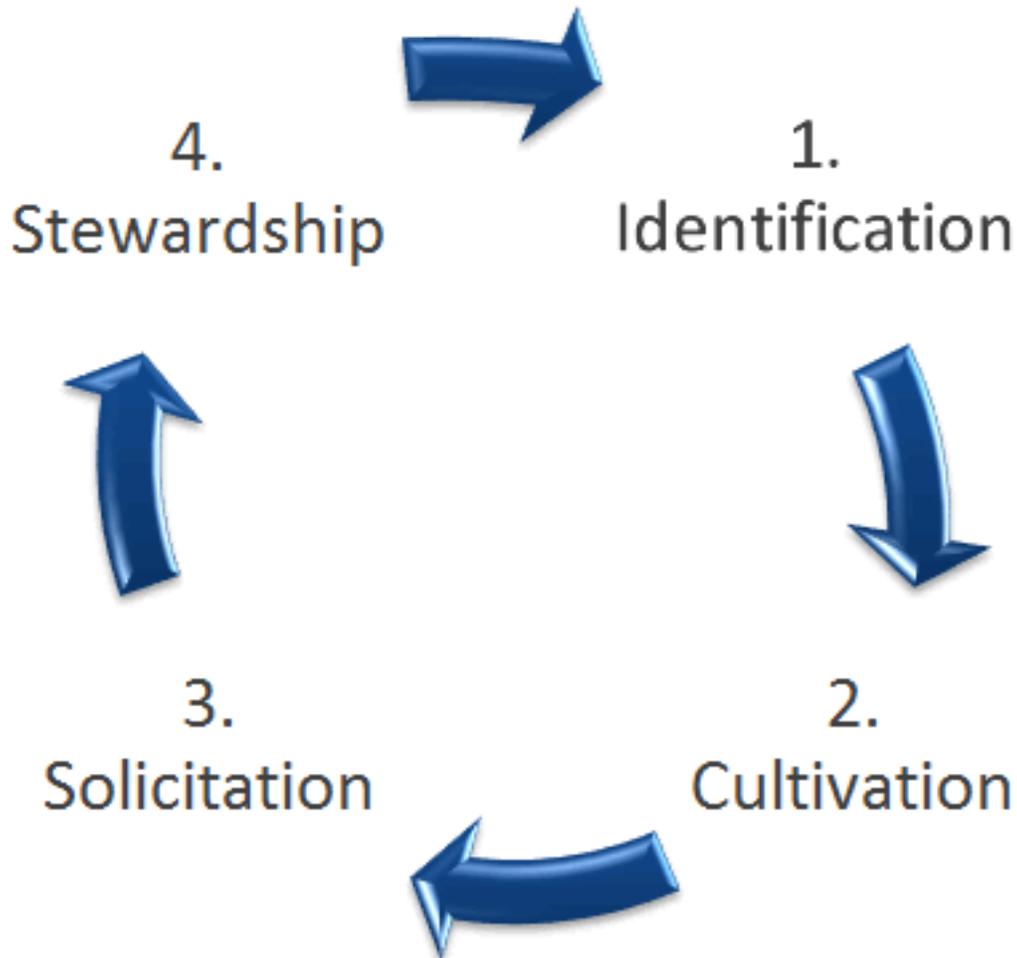
SAMPLE EMAIL:

Aloha Neighbor!

Did you know that one in three households in Hawai'i lives paycheck-to-paycheck? But we all love this island community that we call home. Habitat for Humanity Hawai'i Island helps more hard-working local families have a safe, decent, and affordable home in the neighborhoods where they work and attend school. Every home is a foundation for a families' future, meaning more families can live on Hawai'i Island for generations.

I support Habitat Hawai'i Island because [\[INSERT YOUR HABITAT STORY\]](#)
[\[INSERT YOUR ASK: Donate to my page, come to my event, etc.\]](#)

The Fundraising Cycle a.k.a You Don't Have to Ask



Fundraising is a team sport!

The fundraising cycle has four parts of equal importance.

1. Identification

Donor identification is one of the most important tasks that volunteer fundraisers can undertake. You are essentially a pipeline for your organization by introducing your contacts to the important work you do in the community and why you are passionate for that mission! To prepare for this, ask yourself **WHY** you give and volunteer, **WHAT** your Habitat story means to you, and be sure to **LISTEN** more than you speak

2. Cultivation

Cultivation happens once we have made a connection a potential donor. We can cultivate them through invitations to events (or Build Days), one-on-one meetings, and through our regular marketing channels. A general suggestion is to make cultivation touches at least once a month for donors that we wish to retain. So invite your friends who are civic-minded and give back in their communities to our events, forward emails that make an impact on you, and help us cultivate those relationships so we may create more of an impact for our mission.

3. Solicitation

Everyone's favorite part... NOT! This is THE ASK.

The good news is, you don't always have to ask. As a volunteer fundraiser, if we have done a thorough enough job of completing steps 1 and 2, the development staff will be in a good position to make an ask of the donor, and you won't need to put yourself in an uncomfortable position – we'll be uncomfortable for you! However, if your prospect asks you what they should give – be prepared! Don't let an opportunity to make an ask pass you by because you were unprepared.

4. Stewardship

Stewardship is the steps we take after receiving a gift to ensure that the donor feels valued and appreciated. This includes acknowledgment, impact reporting, and fulfilling the terms of the gift; however, this step is also an important piece of the fundraising cycle where volunteer fundraisers can be a huge asset! Personal thank you calls and emails are a wonderful way to help sustain a relationship with a donor. As a volunteer, your kind and genuine words to our supporters can mean so much.