



# Fundraising Guide

The tools and information in this guide will come in handy whether you're fundraising online or offline

For support or coaching contact Katie:

[katie@habitat7rivers.org](mailto:katie@habitat7rivers.org)

207-280-1900– Calls and Texts Welcome

## Fundraising Key Info:

**Benefits:** Habitat for Humanity 7 Rivers Maine's New Home Construction and Critical Repair Programs

**Key Dates:** March 22, 2022- Registration Opens | May 15, 2022- Walk Day | June 23, 2022- All funds turned in

**Online Donation Link:** <https://go.rallyup.com/sw2b/Campaign/Details>

**Event Site:** <https://go.rallyup.com/sw2b>

**Checks Payable to:** HFH/7RM with Walker or Team name in memo line

**Submit Offline Donations to:** Habitat for Humanity/7 Rivers Maine | 126 Main Street, Suite #1, Topsham ME 04086

### Preparing to Fundraise:

Consider your needs and donor wants

**Determine how you'll encourage giving.....**

- Online with a credit card.....
- Cash.....
- Checks.....
- Donations sent directly to Habitat on your behalf.....

### Preparing to Manage Funds:

We encourage you to submit donations as you receive them

**....And how to keep track of and submit the donations they give:**

- Automatically submitted to Habitat. You or your Team Captain will receive an email when someone donates.
- Given to you in person. Must be submitted in person to H7R Offices. Track cash donations on a donation log and submit log with the donations to H7R offices at 126 Main Street in Topsham
- Sent or given directly to you. Must be submitted to H7R offices. Track Check donations on the same donation log you use to track cash donations. Submit a copy of the log. Can be in person or mailed to 126 Main St., Suite 1, Topsham, ME 04086
- Received by Habitat and applied to your total reflected in the leaderboard on **EVENT SITE**. ***Please instruct donors to include your name or Team name in the memo line of the check***

**ALL DONATIONS submitted by you or your donors will be received and applied to your total reflected on the [EVENT SITE](#)**

## Donation log instructions:

[PRINTABLE DONATION LOG](#) | Classic donation log. Find a link to download a PDF copy to print at home under Key Fundraising Info on the Spring Walk to Build landing page at [habitat7rivers.org](http://habitat7rivers.org)

[REQUEST PAPER DONATION LOG](#) | This is the classic style paper log but has two sides with more donation lines. These are printed and sent directly to you from Habitat offices.



## Sample Fundraising Email with Donation Instructions:

**Subject:** Your support is key!

**Body of Email:**

Hello Friend!

I am participating in the 29th Spring Walk to Build, Habitat for Humanity 7 Rivers Maine's largest fundraiser to support their mission to build, repair, and weatherize homes for our neighbors in need.

I am participating because **INSERT YOUR REASON FOR PARTICIPATING**. Will you support my efforts by making a donation to me or my Team?

### Ways to Donate

1. Donate to me online | [CLICK HERE](#) to donate securely online. Click DONATE and follow the prompts. When prompted enter INSERT TEAM NAME HERE to support my whole team or INSERT YOUR NAME HERE to support me
2. Donate to me or my Team offline: You can make a cash or check donation to me in person or submit a check directly to Habitat on my behalf. Please make checks payable to HFH/7RM and put INSERT YOUR NAME AND TEAM NAME in the memo line.

Checks can be sent to:

Habitat for Humanity/7 Rivers Maine | 126 Main Street, Suite #1 | Topsham, ME 04086

Thank you for your support!

Sincerely,

**YOUR NAME HERE**

## Information that is good to share with Donors:

**When can they donate?:** Anytime between now and June 30, 2022. All donations must be received by June 23 at 3p .

**How to Donate Online:** Donate securely online from the SW2B Event Site: <https://go.rallyup.com/sw2b>

**How to Donate Offline:** Submit Cash or Check donations directly to the participant or mail check to:

Habitat for Humanity/7 Rivers Maine | 126 Main Street, Suite #1, Topsham ME 04086

Make Checks Payable to: HFH/7RM **PLEASE INCLUDE Walker or Team name in Memo Line**

### How to Donate *online* to a whole team vs an individual team member:

1. Visit the <https://go.rallyup.com/sw2b>
2. Click the red DONATE button
3. Enter your donation amount and click "Add to Cart"
4. Review your amount and click "Check Out Now"
5. Enter your information and click "Continue"
6. Select your Donation Preferences (optional) and click "Continue"
7. Select the team you're supporting from the drop down list or enter their name and click "Continue"
8. Consider adding a "tip" to help Habitat cover the platform and processing fees for the site  
Select the percentage you want to tip or choose "other" to enter the amount you want to tip manually.  
**NOTE: Tips are not required. Choose "other" and leave the amount \$0 to process your donation without a tip.**
9. Click "Next Step: Review and Pay."
10. Enter your payment information and click "Pay"

### How to Donate *offline* to a whole team vs an individual team member:

1. Submit cash or check to the Team Captain OR
2. Write "Apply to TEAM NAME" in the memo line of the check
3. Make Checks Payable to: HFH/7RM
4. Mail checks to:  
Habitat for Humanity/7 Rivers Maine  
Attn: Spring Walk | 126 Main Street, Suite #1, Topsham ME 04086

