

FUNDRAISING GUIDE

Thank you so much for your interest in the **30TH ANNUAL SPRING WALK TO BUILD**. This guide provides information that you might find helpful as you register and **FUN**raise!



CALL TO ACTION

Habitat 7 Rivers Maine is celebrating our 30th annual Spring Walk to Build and we're returning to our roots in Bath - we're moving to the Bath Shopping Center this summer!! And we're excited to be walking by the very first house that we built in 1993 on Middle Street, with some of our founders joining us to commemorate this important milestone. It's such an exciting year for Habitat 7 Rivers!

KEY EVENT INFO

WALK DAY: Sunday, May 7, 2023

Check-In: 12 PM

Walk Begins: 1PM

ROUTE LENGTH: 4 Miles (shuttle service will be available at the 2 mile mark)

WALK START & FINISH LOCATION: Grace Episcopal Church, 1100 Washington Street, Bath, ME 04530

WALK DESTINATION: Corliss Street Baptist Church (a shuttle back to Grace Episcopal will be available)

KEY DATE: Friday, June 23, 2023 - All funds to be turned into Habitat offices by 5pm.

SEND OFFLINE DONATIONS: Habitat for Humanity 7 Rivers Maine, 126 Main Street, Topsham, ME 04086

MAKE CHECKS PAYABLE TO: HFH/7RM. Please include the walker name or team name in the memo line.

PREPARING TO FUNDRAISE & MANAGE FUNDS

We encourage you to submit donations as you receive them. Determine how you'll encourage giving, and how to keep track of and submit the donations that you collect. All donations that you or your donors submit will be received and applied to your total reflected on the [WALK SITE](#).

- 1) ONLINE CREDIT/DEBIT CARD:** Automatically submitted to Habitat. You or your Team Captain will receive an email when someone donates.
- 2) CASH:** Given to you in person only. You must submit in person to H7R office. Track cash donations on a donation log and submit the log with the donations to H7R office at 126 Main Street in Topsham.
- 3) CHECKS:** Sent or given directly to you. You must submit in person to H7R office. Track check donations on the same donation log you use to track cash donations and submit the log (with cash and checks) in person to 126 Main Street, Suite 1, Topsham, ME 04086. Please instruct donors to include your name or Team name in the memo line of the check.
- 4) OTHER:** If donations are sent directly to H7R on your behalf without your knowledge, Habitat will inform you and the donation will be applied to your total reflected in the online leaderboard.

DONATION LOG

PRINTABLE DONATION LOG: Find a link under Walker Resources on the Spring Walk to Build Rally Up page at <http://go.rallyup.com/sw2b23> to download a PDF copy for printing at home.

REQUEST A PAPER DONATION LOG: Contact Debbie at debbie@habitat7rivers.org or 207-504-9334.

Q& A INFORMATION THAT IS GOOD TO SHARE WITH DONORS:

Q: When can I donate? **A:** Anytime between now and June 23, 2023 by 5pm.

Q: How do I donate Online? **A:** Donate securely online from the Spring Walk To Build event website.

Q: How do I donate Offline? **A:** 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

Q: Who do I make the check out to? **A:** HFH/7RM (**MUST INCLUDE** walker and/or team name in memo)

HOW TO DONATE ONLINE TO A TEAM VS AN INDIVIDUAL TEAM MEMBER:

- 1) Visit the Spring Walk To Build site at <http://go.rallyup.com/sw2b23>.
- 2) Click on the red DONATE button.
- 3) Enter your donation amount and click on "Add to Cart".
- 4) Review your amount and click on "Check Out Now".
- 5) Enter your information and click on "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 on "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 on "Next Step: Review and Pay".
- 10) Enter your payment information and click on "Pay".

HOW TO DONATE OFFLINE TO A TEAM VS AN INDIVIDUAL TEAM MEMBER:

- 1) Submit cash or check to the Team Captain directly OR
- 2) Write team/individual name in the memo line of a check made payable to: HFH/7RM and mail to: Habitat for Humanity/7 Rivers Maine Attn: Spring Walk, 126 Main Street, Suite #1, Topsham ME 04086.

SAMPLE FUNDRAISING EMAIL WITH DONATION INSTRUCTIONS:

SUBJECT: Your support is key!

BODY OF EMAIL:

Hello **INSERT THEIR NAME HERE!**

I am participating in the 30th 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?

There are two super easy ways to donate:

1) ONLINE: **CLICK HERE** to donate securely online. Click on “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) 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 may be sent to: Habitat for Humanity/7 Rivers Maine, 126 Main Street, Suite #1, Topsham, ME 04086.

Thank you **INSERT THEIR FIRST NAME HERE** for your support!

Sincerely,

INSERT YOUR NAME HERE

MANY HANDS MAKE LIGHT WORK:

Thank you so much for helping us raise awareness and vital funds for our **30TH ANNUAL SPRING WALK TO BUILD**. We want to show the world that our community takes real action to address our local housing crisis. The more people we bring to the walk, the more resources we have to address this crisis. When we expand our base of support, we can raise more dollars, we can recruit more volunteers, and we can inspire more individuals, businesses, and organizations to lend a hand in the fight. Your efforts will ensure that Habitat has what it needs to sustainably build and repair homes for those who need it most. Thank you.

For support or coaching contact Debbie Atwood: debbie@habitat7rivers.org or **207-504-9334**