

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. **And a person-to-person connection is the most powerful tool you have to help meet your goal.**

Share your 'New York' story – How long have you lived here? What does being at home in the city mean? When did NYC become your 'hometown'? Try to relate your story to the hard-working families that you support when you donate to Habitat NYC.

SAMPLE FACEBOOK POST:

It's not easy to make it in New York – if it was, everyone would do it! But we love this city that we call home. [@Habitat for Humanity NYC](#) helps more hard-working families have a safe, decent and affordable home here, through affordable homeownership, and that means more families can live in New York City for generations.

I support Habitat NYC because *[INSERT YOUR PERSONAL STORY]*.

[INSERT YOUR ASK: Learn more, donate to my page, come to my event, etc.]

SAMPLE TWITTER POSTS:

We're all neighbors – that's why I'm raising money for [@HabitatNYC](#) as they work to build and preserve safe, decent and affordable homes for hard-working New Yorkers.

I'm raising money for [@HabitatNYC](#) – support me as I raise funds for hard-working New York City families in the city we all love!





Did you know that @HabitatNYC provides hard-working families with the strength, stability and self-reliance of affordable homeownership? Learn more at my FUNDRAISING EVENT.

Everyone in New York City deserves a safe, decent and affordable home. Join me as I support @HabitatNYC as we make that vision a reality.

SAMPLE INSTAGRAM POST:

We're all neighbors – that's why I'm raising money for @HabitatNYC as they work to build and preserve safe, decent and affordable homes for hard-working New Yorkers.

SAMPLE EMAIL:

It's not easy to make it in New York – if it was, everyone would do it! But we love this city that we call home. Habitat for Humanity New York City helps more hard-working families have a safe, decent and affordable home here, through affordable homeownership, and that means more families can live in New York City for generations.

I am raising money for Habitat NYC because [\[INSERT YOUR PERSONAL STORY\]](#).

[\[INSERT YOUR ASK: Learn more, donate to my page, come to my event, etc.\]](#)