

Digital Communications Kit

Johnston County Homeowner Recruitment

Thank you for partnering with us to find homeowners in Johnston County! Here are some sample social media messages and email text you can use when reaching out to your audiences.

Many people may not even realize they are good candidates for our program, so please spread the word as widely as possible!

Want to copy + paste and accompany your social posts with a nice graphic? Visit habitatwake.org/johnston.

1 Facebook posts

@HabitatWake is building new homes in Selma and “Friendly” Kenly! We encourage anyone who is interested to apply! Habitat serves people in a wide range of incomes, so you may be surprised who qualifies! Visit habitatwake.org/johnston to learn more.

Are you ready to become a homeowner? @HabitatWake is looking for potential homebuyers to build their homes in Selma and Kenly! You may be surprised who qualifies for a Habitat home. To find out more, visit habitatwake.org/johnston.

 [Download: Apply now](#)

2 Twitter posts

@HabitatWake is looking for homebuyers interested in building in “Friendly” Kenly and Selma. Habitat serves people in a wide range of incomes, so you may be surprised who qualifies! We encourage anyone who is interested to visit habitatwake.org/johnston to learn more.

Are you interested in becoming a homeowner? @HabitatWake is looking for qualified homebuyers in Kenly and Selma -- you may be surprised at who is eligible! Find out more about partnering with Habitat by visiting habitatwake.org/johnston.

 [Download: Buy a new, affordable home](#)

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3 Instagram posts

Are you interested in becoming a homeowner? @HabitatWake is looking for potential homebuyers in Selma and “Friendly” Kenly -- you may be surprised who qualifies! To apply, visit habitatwake.org/johnston.

Are you looking to purchase a new home? @HabitatWake is building homes in Selma and Kenly -- you may be surprised how many people are good candidates for the program! Learn more by visiting habitatwake.org/johnston.

📎 [Download: Own your dream home](#)

4 Email/newsletter

Habitat for Humanity of Wake County is seeking qualified homebuyers in Selma and “Friendly” Kenly for the single-family homes they are building this year. Do you know anyone who might be interested? Please forward to anyone you know who may be ready to become a homeowner – you may be surprised how many people are good candidates for the program.

For more information, visit habitatwake.org/johnston.

