

Tell your
story

**Women
Build
2020**



TELLING YOUR STORY

A compelling story shared on your fundraising page, via email, and on social media will get your family, friends, and network excited about supporting you in your goal!

TELL A STORY

Start out by telling a compelling story about your involvement with Habitat Wake or why you are fundraising.

TURN OF EVENTS

Did something happen? Let your donors know. (ex: struggle with securing your own home, a loved one who's home environment was negatively impacted by COVID-19, financial burden, etc.)

CREDIBLE

Make sure your story is rooted in concrete facts: if you are telling someone else's story, make sure you mention their name often and provide credible facts - just make sure you have their permission! (Use our Habi-facts sheet!)

THANKFULLY

This is where you tell your donor the positive outcome of the turn of events and how Habitat Wake helped. You can also share why being involved with Habitat in the past has affected you in a positive way!

ENDING

They live happily ever after! (If this is a sad story, direct the audience to what they can do and how they can help and/or why we need continued funding and support.

HOW CAN THEY HELP?

Tell the donor how they can help and how their donation will make a difference.

CALL TO ACTION

Make sure the donor knows what to do next and how they can help or get involved.