



Guide to Creating a Successful Peer-to-Peer Fundraiser

When you support Twin Cities Habitat, you help raise walls alongside homeowners. But a Habitat house can't become a home unless it's affordable for a family. You can unlock the power of your volunteering by asking your friends and family to donate. Donations help buy the tools and materials used on site, support financial coaching for clients, and ensure that families can afford their mortgage for years to come. The funds you raise will help expand equitable access to homeownership and advance racial equity in housing.

This guide gives you all the tools and best practices you'll need to raise funds like a pro and how to implement and manage a successful peer-to-peer campaign.

Step 1: Tell your Story

Here's the good news about fundraising: you really *don't* have to be an expert in your cause to be a good fundraiser. You just have to have a story. In fact, fundraising research has shown that one story performs a lot better than facts and data about the problem.

So think about why you support Habitat. Why you're passionate about Habitat's mission to bring people together to create, preserve, and promote affordable homeownership and advance racial equity in housing. Why you think affordable housing is important. And tell that story.

Step 2: Setup your Platform

Twin Cities Habitat partners with **Fundraise Up** to give you the best fundraising experience ever. Setting up your personal fundraising page couldn't be simpler. Follow the steps below and from there you can share the page in your networks.

1. Visit <https://tchabitat.donorsupport.co/-/XXYPGDHQ> to get started and click **Start your Fundraiser** if the box doesn't pop-up automatically.

2. Customize your campaign! Choose a **title**, write a brief **description** to inspire donations, set your **goal amount** and **deadline**, and upload a **photo** if you like.
3. Next, you will need to provide and verify your **full name** and **email address** to complete your fundraising page setup.
4. Once steps 1-3 are completed, **your fundraiser is now live and ready to be shared** in your networks!
 - You may edit it at any time by logging in to your **donor portal**. Access to the donor portal will be emailed to you once you complete the setup process.
 - In your donor portal, you'll be able to **edit your fundraising page, check your progress** to goal, and see **who donated** to your page. It's a great one-stop shop.
 - Did you set a goal date? Fundraisers stay active even after reaching the goal date or amount. The goal date is a motivational deadline to encourage donations, not a cutoff point.


Start your fundraiser

Tell the people you know best why our work matters to you! Filling in a goal, message, and photo will make your fundraiser feel relevant to your community.

FUNDRAISER NAME ?

Twin Cities Habitat Fundraiser 30/80

IMAGE ?



DESCRIPTION ?

Your gift to my campaign will help expand equitable access to homeownership and advance racial equity in housing.

113/280

CURRENCY

USD ▾

Add goal

GOAL AMOUNT

\$3,000

END DATE

📅 April 02, 2026

[Continue](#)

Step 3: Share! Share! Share!

Alright. You've got your story. And you've got your fundraising page ready to go. But you won't get anywhere without sharing with your friends and family! With fundraising, there's no such thing as over-sharing. Research indicates that someone might need to see the same message seven times before making a gift. Here are a few more tips to get your message out there:

- **Utilize your Networks.** Share on all of our social media platforms while catering to each one's environment – Facebook and Instagram are great for capturing friends and family, while LinkedIn can capture your professional connections.
- **Personalize!** This is one of the best things you can do to succeed in fundraising. Send messages directly to your loved ones with personalized asks. Maybe you volunteered together or have special memories of home together – use those.

- **Use variety.** Take a diversified approach to sharing your fundraiser with others: personal emails, regular social media posts, even mailed letters or postcards with the link to your fundraising page are all great ideas. The more times you share using a variety of methods, the more success you'll have.
- **Let us help!** If you have a Twin Cities Habitat fundraiser, we'd absolutely love to help! Tag us in your Facebook (@tchabitat), Instagram (@tchabitat), and Twitter (@tchabitat) posts and we'll share your fundraiser with our followers.



Step 4: Thank Your Donors

Last but certainly not least, make sure to thank your donors for contributing to your efforts! You can leave the tax receipt to us – if they donate online, they'll receive an email receipt immediately. And if they give offline, they'll receive a tax receipt letter in the mail. So all that's left to you is an additional thank-you in whatever way works for you!

A simple email or social comment will work. You could also send a card or postcard with a nice note in the mail. Maybe you could record a brief thank-you video to share on social and tag everyone who donated. Or, if you really want to go above and beyond, you could buy some Habitat swag from our merchandise store and send it to your donors as a thank-you gift.

Donors who are thanked well are much more likely to give again in the future, so this is a fun way to spread those warm fuzzy feelings.

Questions? Reach out to volunteer@tchabitat.org or visit our website at tchabitat.org

