



Lunges for Lumber Ambassador ToolKit

#HHLungesforLumber Virtual Giving Campaign

April 5th - April 30th



What is Hartford Area Habitat for Humanity?

Hartford Area Habitat for Humanity is a non-profit organization that helps families build or improve places to call home. It is because of the generous support of our local community that we are able to help families experience the dream and stability of homeownership. Habitat Homeowners help build their own homes alongside volunteers and pay an affordable mortgage with 0% interest. With your support we are not only helping local families but we are revitalizing and investing in Hartford County's neighborhoods and economy.

What is #HHLungesForLumber?

Hartford Habitat relies on monetary donations to purchase the lumber and other materials needed to build or rehabilitate Habitat homes. On April 5th through April 30th, Hartford Habitat is launching #HHLungesForLumber virtual giving campaign to raise awareness of our work and inspire individuals to build change in our community by doing 20 Lunges and donating \$20 with a goal of raising \$100,000. All donations will be used to help fund the lumber and material costs associated with our 2021 Build Projects. All donations are tax deductible.

How Can I Serve as an Ambassador to Help Launch This Campaign?

Step One: If you haven't already, please follow @hartfordhabitat on Facebook and Instagram

Step Two: Take a picture of yourself, your team, your family, etc doing lunges or take a video doing all 20. We encourage you to have fun with this part! Should you prefer not to post yourself, simply save one of the images below to your camera roll.

Step Three: Donate \$20 by visiting hartfordhabitat.org/lunges or text LUNGES to 71777

Step Four: Copy and Paste one of the sample messages below into your Instagram story, post or Facebook status update - or create your own message tagging @hartfordhabitat including the #HHLungesForLumber hashtag.

Step Five: Post your content and help spread the word to your followers, friends and family! Tag a friend or 2 or 10. The goal is to encourage others to do good and feel good by joining our virtual Lunges for Lumber giving campaign!



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Sample Social Media Posts:

Pre-Event:

Mark your calendars! [Your Name/Group Name] are joining @hartfordhabitat and Lunging for Lumber on April [select your date, 5th-30th] All funds raised will help provide affordable homeownership opportunities for hard working families in our community. For more information visit hartfordhabitat.org/lunges #HHLungesforLumber

We here at [Group Name] believe in the positive impact healthy homes provide families. That's why we will be Lunging for Lumber for @hartfordhabitat on April [select your date, 5th - 30th]. Join us in this virtual giving campaign which will help provide a safe, decent, affordable homeownership opportunity in our community! For more information visit: hartfordhabitat.org/lunges #HHLungesForLumber

Do you want to join me in doing good and feeling good this April? Comment below!! I will be Lunging for Lumber on April [select your date, 5th - 30th] to show my support of affordable housing and help contribute to the building costs associated with @hartfordhabitat 2021 Build Projects! #HHLungesForLumber

During Event:

Want to do something good today and feel good doing it? Join #HHLungesforLumber virtual giving campaign! I just finished doing 20 Lunges and Donating \$20 to @hartfordhabitat to help fund their 2021 affordable housing projects. Now it's your turn... hartfordhabitat.org/lunges

Feeling so good after completing my 20 lunges and donating \$20 to hartfordhabitat.org/lunges virtual giving campaign. Even better is that this small good deed is helping families in a BIG way! All funds raised through this campaign are being used to sponsor the lumber and material costs associated with Hartford Habitat's 2021 Affordable Housing Projects #HHLungesForLumber

Today I joined @hartfordhabitat Lunges for Lumber virtual giving campaign. It's simple, do 20 lunges and then donate \$20 by texting Lunges to 71777 and help raise the funds needed for their 2021 affordable housing projects! #HHLungesforLumber

Join us in raising awareness for affordable housing while helping fund Hartford Habitat's 2021 build projects! Simply do 20 lunges and then donate \$20 by texting Lunges to 71777 and nominate the next person: @ashleysoandso #HHLungesforLumber



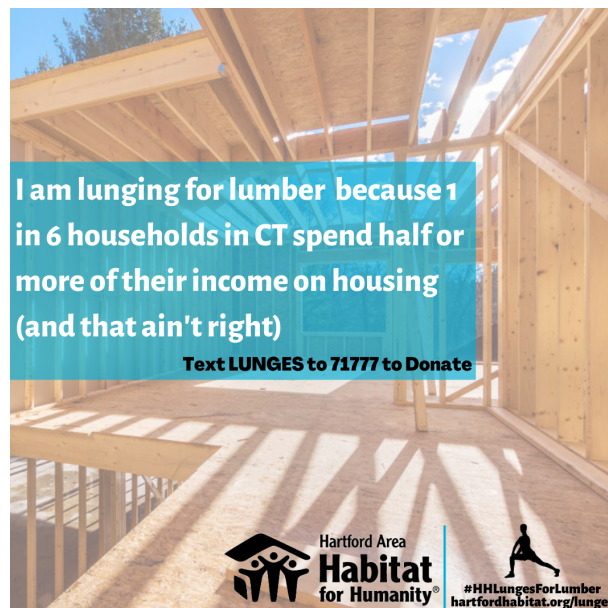
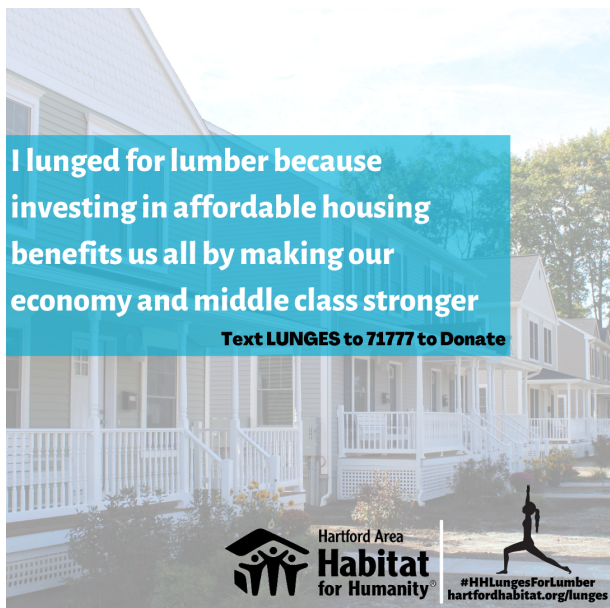
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Additional Social Media Images and Captions



It just makes sense, doesn't it? The less we have to spend on our largest expense - housing - the more discretionary spending we have available to support local businesses and help our local economy thrive! Join me in supporting @hartfordhabitat by doing 20 Lunges and donating \$20 to their #HHLungesForLumber giving campaign. Text LUNGES to 71777!

Housing options that do not exceed 30% of a families income, like @hartfordhabitat affordable homeownership program, benefit all of us by making our economy and middle class stronger. Join me in doing 20 lunges and donating \$20 by texting LUNGES to 71777 to help bring more affordable homeownership opportunities to our community #HHLungesForLumber



Affordable housing improves health by providing stability, freeing up resources for food and health care and increasing access to amenities. All of these are reasons why I did 20 lunges and donated \$20 to support Hartford Habitat's #HHLungesForLumber virtual campaign. Now it's your turn to help build hope... visit hartfordhabitat.org/lunges



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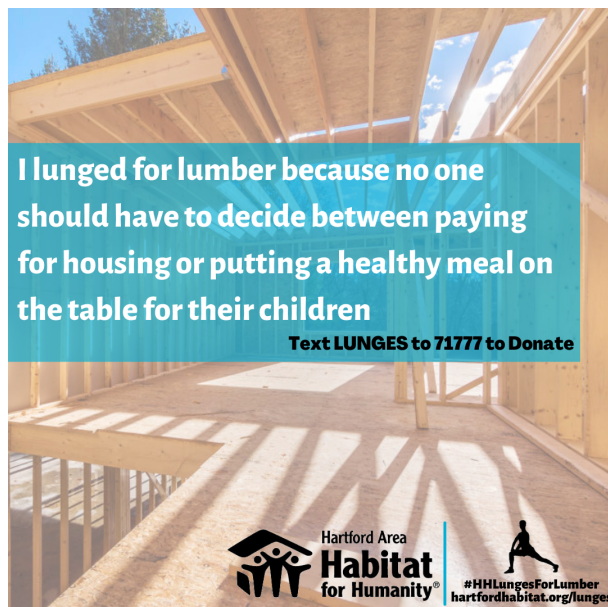
April 5th - April 30th



Additional Social Media Images and Captions



I know that we have the ability to bring this vision to life. It simply requires an investment from us to organizations like @hartfordhabitat who are providing affordable homeownership opportunities to families in our communities. Today, I proudly joined #HHLungesForLumber virtual giving campaign, doing 20 lunges and donating \$20 by texting LUNGES to 71777 to help raise the funds needed for their 2021 Build Projects.



Affordable housing increases the amount that families can put toward important household needs and savings for the future.

That's why I joined @hartfordhabitat and donated to the #HHLungesForLumber campaign by texting LUNGES to 71777.

Simply do 20 lunges and then donate \$20 by texting LUNGES to 71777 to help fund @hartfordhabitat 2021 affordable housing projects and join me in helping build a better future for others in our community #HHLungesForLumber