

## **Stay Home, Build a Home Challenge**

### **Social Media Guide**

Let's face it: Not all of us have our own YouTube channels, and we don't all know the trendiest hashtags to use. However, with smartphones, tablets and the proliferation of social media platforms to get connected, we can reach a large audience by doing just a few simple things.

Whether you use Facebook, Twitter, Instagram or something else, here are some ways to maximize the impact of this fundraiser:

#### **Tags and Hashtags:**

Remember to tag Habitat Denver in all your posts ([@habitatdenver](#) on [Facebook](#), [Instagram](#) and [Twitter](#)). Be sure to add these two hashtags in your posts: #HabitatDenver and #StayHomeBuildAHome and if you want, you can add #StayHome

#### **Social Media Strategies:**

##### **1. Build the House in Stages.**

We recommend doing your build in phases OR at least waiting until all the elements of your home have been sponsored before you complete your build. The easiest way to do this is to share the link to your fundraising page on whichever platform you prefer and say, "Help me reach my goal so I can build a house for Habitat!" Once your fundraising goal is met, share the photos of your completed house.

##### **2. Ask Donors to Sponsor Building Materials.**

Let your donors choose which element of the house they'd like to sponsor—doors, walls, windows, flowers, patios, etc. Of course, they can just donate in general to your house, but sometimes it's more fun to get detailed.

##### **3. Recommendations for Building with Children:**

If building in phases is not practical for your construction crew (for example, if your children want to build the house at one time), we recommend that you take before-and-after photos, OR document the phases as your kids build and then update your fundraising page with progressive photos until your donation goal is met.

**When your house is complete**, you can keep the momentum going by doing two things:

- 1. Offer to "sell" your house** to the highest bidder and mail it to them.
- 2. Issue a challenge to someone** (or a few people) to get them to build a house.

You can do this in a friendly manner:

*"I challenge @Johnny Doe to get in on the fun and build his own #StayHomeBuildAHome house for #HabitatDenver."*

Or, you can get competitive:

*"OK, @Your Sibling, you've seen my build for the #StayHomeBuildAHome challenge for #HabitatDenver, now I challenge you to top it!"*