

JOIN US



Habitat
for Humanity®
of Ventura County

HEARTS & HAMMERS WEEK OF GIVING

Saturday, October 24th - Friday, October 30th 2020

VIRTUAL KICK-OFF | SATURDAY, OCTOBER 24th @ 5 PM PST

Habitat Ventura's Virtual Ambassador Toolkit

Our **Hearts & Hammers** benefit is our largest fundraiser of the year, raising critical funds for hardworking, low-income Ventura County families who need access to safe, affordable shelter.

This year, our goal is to raise \$121,000. These funds will make it possible for Habitat Ventura to help these families realize the dream of homeownership. We need YOUR help!

Your Role as an Ambassador

As you read through these six action items, remember that your ultimate goal as a Habitat Ventura Ambassador is to help Habitat Ventura raise critical funds to support low-income families in Ventura County. It is up to you to utilize the best method(s) for reaching out to your community!

1. Lead the Way

Our virtual fundraiser is already set up online [HERE](#) so donations can be received. While our week-long fundraiser will not "go live" until Saturday, October 24th, we ask you to lead the way and **make a generous donation** so that we can get a head start and inspire others to join!

2. Register for the Event

Visit our website [HERE](#) and **register for the Week of Giving**. There is no cost to register. Registering for the event beforehand will ensure that you receive important updates and your information will be saved for a future donation and/or auction purchase.

3. Share the Digital Invitation

Please find our downloadable digital **invitation [HERE](#) that you can share** with your friends, family, and colleagues. Share the invitation a few weeks before the event and during the Virtual Week of Giving. You can send it as an email attachment or simply screenshot the invite and send it via a text message! You are welcome to use this email template [HERE](#).

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4. Invite Friends to our Facebook Event Page

Another great way to spread the word and encourage your friends to donate is by **inviting them to our Week of Giving Facebook Event [HERE](#)** so they can find out more about Habitat Ventura and our fundraiser, as well as receive updates! A private Facebook Message to each of your Facebook friends explaining why you invited them would help make it more personal.

5. “Tune In” on Saturday, October 24

On Saturday, October 24th at 5 PM, we will kick-off our week-long fundraiser with a special video installment and the start of our week long fundraiser. **Head over to our page [HERE](#) to tune-in!** Be sure to invite your friends to this too - and reach beyond those you would invite to sit at your table if this were an in-person event!

6. Visit our Website throughout the Week!

Head over to our website [HERE](#) between Saturday, October 24th and Friday, October 30th. We will be sharing videos daily that highlight stories from Habitat families, recognition of the supporters that make our work possible, and more! Encourage your friends to jump on our website too and watch one or several of our videos throughout the week! Most importantly, ask them for their monetary support.

READY TO BE A VIRTUAL AMBASSADOR?

Please let the individual who reached out to you know that you are committed to helping Habitat Ventura to further its mission by being an Ambassador for the event.

We cannot thank you enough for shifting with us and remaining committed to Habitat Ventura’s mission during these challenging times. Your support has never been more important.

THANK YOU!

Need a Reminder?

No worries! We will send you a few **reminder emails** between now and the end of the fundraiser.

Questions?

Please reach out to our event coordinator **Sarah** at **sarah@gfsevents.org**