

# Twelve Ways to Boost Your Raise

Tips and tricks for your team in the HabiJax *Home for Christmas Challenge*

1

**Use your yard.** Our Home for Christmas Challenge signs are made for easy sharing at your home. On any smartphone or tablet, the QR code will whisk people to our [Home for Christmas site](#) where they can find your team and join the campaign. Exercise your creativity and tie our sign into your holiday decorating!



2

**Be imaginative online.** We go online to connect, to laugh, and to learn. How might you use your social network(s) to bolster your team's campaign? Your JustGiving fundraising page makes sharing easy, and we have a social media toolkit ready for you can download at [habijax.org/christmas](http://habijax.org/christmas). Tag friends you want to include in the challenge. And tag us... we can't wait to see what you share!

3

**Broaden your team.** Families have work connections. Workplaces have family connections. You may be a member of a church, bowling league, the Rotary Club... or all three and some more. If you are organizing a Christmas Party for the quilting club, include them in the challenge! You may be surprised how many folks believe as you do, that everyone deserves a decent place to live. Every donation makes a difference.



4

**Involve the office.** Casual dress Friday for those who join an office campaign? Ugly sweater contest on social media with every dollar donated counting as a vote? There are fun ways to bring any workplace together to tackle the affordable housing crisis in Jacksonville with holiday cheer.

5

**Retailers, round up!** The holidays are times of generosity for many, and we have a few stores ready to offer opportunities to their customers to "round up" their purchase and donate the amount to the Home for Christmas Challenge. Want to join them? Contact [Kevin Collison](#), Community Partnerships Manager.



6

**Share good with your neighborhood.** Is your neighborhood hosting a parade, luminaria lighting, or other event? This can be a great opportunity to collaborate with neighbors and launch your fundraising team to the top! HabiJax staff may be available to host a Home for Christmas pop-up, at your invitation, making several signs available to a neighborhood. Contact [Kevin Collison](#), Community Partnerships Manager.

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**Go a – caroling!** Who can say “Bah, humbug!” to carolers at Christmas time? Even old Scrooge couldn’t hold out forever. As your ensemble spreads good cheer, a few grateful folks will want to join your campaign! (And no matter what happens with COVID, you can always do this virtually.)



8

**Get more at the ReStore.** Ready to go the distance and race ahead of other teams? Volunteer for a time slot at one of our ReStores and share the Home for Christmas Challenge with a smile. We’ll provide a table and chairs and flyers, so your team can help boost donations (and have them count towards your team total). Contact Community Partnerships [Kevin Collison](#) to set up your time.

9

**Include in your holiday letter or cards.**

Many families have a tradition of writing and mailing a holiday letter, or you may add a quick update in your Christmas cards. Include your campaign in the mix. Your JustGiving page has a QR code that makes it quick and easy for others to join you in giving.



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**Take advantage of technology.** We are using tools like QR codes and Just Giving, a peer-to-peer fundraising platforms to make this easy for your team. Using the JustGiving platform, people can give using Apple Pay or Google Pay. You likely have other tools to utilize on your own. Sending and collecting money has never been easier given the apps available today.

11

**Ornamentation for every donation.** Consider hanging a unique and festive ornament on your Christmas tree for each donor who joins your campaign. Whether in a home, your workplace, or Sunday School class, incorporate their names or their picture into an ornament as a visible show of gratitude for every donor. You might even take a picture and send it to them or post online.



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**Good old-fashioned word of mouth.** There is no better way to share than to simply say why you’re giving, why helping families build decent, affordable and safe housing is one of the biggest gifts we can give any time of year, and how this season reminds you of how important home is – to all of us.