

Thank you again for registering for Cycle of Hope and riding with Habitat for Humanity in support of affordable housing! The funds you raise will support building new home developments in our local community, such as **Esperanza Place in Walnut Creek**, that give individuals and families the opportunity to transform their lives and provide them with the security and stability they need.

replace with "Sequoia Grove in Hayward" and include hyperlink <https://www.habitatbsv.org/sequoia-grove>  
Thanks to the generosity of Bob and Barbara Frick and Friends of Cycle of Hope, all donations made to Cycle of Hope fundraisers will be **matched!** This means the funds you raise will be doubled, which doubles your impact!





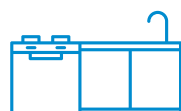
Get started with these simple steps for fundraising:

- **Write a personal message.** When you ask for support, you're not just asking people to support Habitat – you're asking them to support you. Share with your community why you're participating in Cycle of Hope and why affordable housing matters to you. **You can use this email template to get started: (link to solicitation email template)**

- **Set a fundraising goal.** This will help your community rally around the finish line. Know that however much you raise, you are making a meaningful difference.
- **Donate first.** Consider making the first donation to your fundraiser and show your community your commitment to creating positive change. No matter the size, every donation matters.
- **Connect your fundraiser to Facebook.** This makes it easy for people to give to your fundraiser. Also, past fundraisers saw their fundraising increase by 50%! Here's a quick guide on [how to create a Facebook Fundraiser from your fundraising page](#).

As your personal fundraising coach, feel free to reach out to me anytime for fundraising advice or questions!

## Fundraising that Builds

	<b>\$50</b> provides a bathroom faucet with clean running water where a child brushes their teeth before bedtime
	<b>\$100</b> provides lighting in a room where a child has a quiet place to study
	<b>\$250</b> provides a shallow kitchen sink that's accessible for a senior to prepare meals
	<b>\$500</b> provides interior doors that gives a family space and privacy
	<b>\$1,000</b> provides kitchen countertops where a family gathers to cook meals together

Together, We Ride!

Jenny Trac, Cycle of Hope Fundraising Coach, [JTrac@HabitatEBSV.org](mailto:JTrac@HabitatEBSV.org)

## Update your personal fundraising page messaging

Below are three sample messages that you can use to customize your personal fundraising page. To update your fundraising page, go to <https://runsignup.com/Profile>. find your event, and choose “Edit Fundraiser.”

underline so looks like a hyperlink

SAMPLE 1

### Passion for the Cause

The housing crisis in the Bay Area is a huge problem, but I know that as a community, we can do something about it. Affordable housing matters to me because I know some people cannot afford to pay rent and cover the cost of food, electricity, education, and health.

One in five Californians spends most of their income just to stay housed. A median-priced home is out of reach for 82% of Bay Area households.

I’d rather see some other numbers. Like more people able to save for the future, instead of just making the month’s rent. More people able to live in the communities where they work. More people realizing better health, education, and financial outcomes. More people building generational wealth.

But to change the math, I need your help. Please donate in support of my ride, so I can make every mile matter for Habitat – and the communities they serve.

SAMPLE 2

### Cycling Enthusiast

As an avid cyclist, I’m always on the look out for a great ride. So why not ride for a great cause?

Cycling is great cardio, but it’s not the only reason Cycle of Hope is good for my heart. My heart is full because I know my ride supports Habitat for Humanity and housing justice in the Bay Area. I ride for the families that can own a Habitat for Humanity home, engage in their communities, invest in their futures, and create legacies to last generations.

I ride because I believe we can do something about this housing crisis.

But to make that happen, I need your help. Will you support my ride? Whether it’s the \$25 that could buy a box of nails, or the \$1,000 that could paint a Habitat home – every dollar builds more.

SAMPLE 3

### Personal Connection

I’m proud to ride in Cycle of Hope because I believe in a world where everyone has a decent place to live. As someone who’s had to pay high rent prices, I know what it’s like to feel anxiety and frustration of trying to save for the future.

I’m riding so that Habitat for Humanity can build a Bay Area with more housing opportunity for all. I’m riding because I believe that’s possible, with your help.

Please give in support. Every dollar can help create, preserve, and expand more equitable access to affordable housing. With your support, we can give more of our neighbors a ride home.

## Donation request email templates

Below is a sample message you can send via your personal email. Don't forget to update the fundraising link. To find your personal fundraising link, go to <https://runsignup.com/Profile>. find your event, and select the link listed. It will be the link under "Donation Period."

underline so looks like a hyperlink

would someone be able to help test if this is still the process to get to the personal fundraising link?

Subject line: I'm biking to build homes. Will you support me?

I'm riding Cycle of Hope, a one day cycling event that raises critical funding build more affordable homes in the Bay Area. Cycle of Hope benefits Habitat for Humanity East Bay/Silicon Valley and their vision to build a world where everyone has a decent place to live.

You can help me make that happen. Please consider donating to support my goal. Giving is fast, easy, and secure. And, your gift will go even further as every donation will be matched, dollar-for-dollar, by Bob & Barbara Frick and Friends of Cycle of Hope! More importantly, giving makes a real difference in the lives of the families Habitat serves.

Join me in supporting this important cause through my fundraising page: **(ADD YOUR FUNDRAISING LINK HERE)**

Thank you,

Either remove this template entirely or replace with new email solicitation template