



Unlocking Year-Round Fundraising Ideas



HABITAT FOR HUMANITY

Introduction

Nonprofit organizations like Habitat for Humanity—committed to providing affordable housing and strengthening communities—play a crucial role in addressing social challenges. To continue making a lasting impact, it's essential to plan thoughtfully, engage volunteers, solicit donor contributions, and explore innovative strategies. One often underutilized approach is to align your appeals and [development plan](#) with various holidays and observance days throughout the year. By doing so, you can maximize your efforts and connect meaningfully with your supporters.

Every season offers unique challenges and opportunities. Harnessing the potential of these seasonal shifts—by customizing holidays and observance days to fit your mission's objectives and incorporating them into your annual plans—can help you strategize effectively, engage your supporters, and optimize your fundraising endeavors. With [more than 70% of donors](#) motivated by a personal connection to the cause, integrating storytelling that aligns with the theme of the observance day can further enhance your appeals.



Using this calendar



Before we delve into the list of holidays and observance days, let's explore strategies to align these occasions with Habitat for Humanity's mission.

1. Connect your cause to the holiday

Identify common ground between the holiday or observance day and your mission. Emphasize how your work aligns with the values, themes, or causes associated with that date.

2. Create themed campaigns

Develop specific fundraising or awareness campaigns tailored to the holiday. Craft compelling messaging that resonates with your audience's emotions and motivations.

3. Launch volunteer opportunities

Organize volunteer projects or service events related to the holiday's theme. Encourage your community to contribute their time and skills to make a difference in housing solutions.

4. Share impactful stories

Storytelling is a powerful tool in appeals, with [over 70% of donors](#) motivated by a personal connection to the cause. Use this opportunity to share stories of individuals or communities positively impacted by Habitat for Humanity. Showcase the tangible outcomes of your work and how it aligns with the holiday's spirit.

5. Host educational events

Organize workshops, webinars, or seminars that educate the public about issues related to the holiday. Establish your nonprofit as a thought leader in your field. For example, you can highlight your organization's work in empowering families through affordable homeownership during National Homeownership Month.

6. Empower advocacy

Encourage supporters to take action in a way that aligns with the holiday's goals. Provide resources and guidance to help them advocate for your cause or relevant social issues.

7. Launch targeted fundraising appeals

Clearly articulate how contributions will directly advance your mission in line with the holiday's significance.

8. Engage with your community on social media

Share stories, quotes, and visual content that resonate with your audience. Use relevant hashtags and encourage user-generated content to amplify your message.

9. Amplify the impact through collaboration

Partner with other nonprofits, community organizations, or local businesses to create a collective impact around the holiday. Joint efforts can expand your reach and engage more supporters.

10. Engage your donors

Engage your existing donor base with communications around specific holidays, birthdays, anniversaries, or other significant dates. Use these [important dates](#) as opportunities to express appreciation for their ongoing support and engage them in your mission.

11. Introduce unique giving opportunities

Create time-limited giving opportunities, donation matching campaigns, or challenges specifically for the holiday. Encourage your supporters to contribute in celebration or honor of the occasion.

12. Follow-up and stewardship

After the holiday, maintain engagement with those who participated in your activities or campaigns. Share updates on the impact of their efforts and contributions. Cultivate these relationships throughout the year.

By following this approach, you can effectively harness the power of holidays and observance days to build a sense of community, foster support, and advance your mission of providing affordable housing. Whether it's Martin Luther King Jr. Day, Earth Day, or any other significant date, integrating these strategies into [your annual calendar](#) can help you establish lasting connections with your audience and drive positive change in communities.



Understanding seasonal impact

Nonprofit organizations experience a distinct rhythm throughout the year, with each season offering a set of challenges and opportunities. Let's look at how you can take advantage of holidays and observance days to navigate these seasonal shifts.



New Year

Preparing for the year ahead

The new year is the time to build your foundation for the year ahead. It's a month to take stock of your achievements and challenges—past and future—and set the stage for the coming months. By analyzing past performance and acknowledging donors' generosity, you demonstrate transparency and accountability to your constituents.

JANUARY

Martin Luther King Jr. Day | Third Monday

Martin Luther King Jr. Day aligns with Habitat for Humanity's mission by highlighting the importance of social justice and civil rights, as Habitat strives to provide equal housing opportunities and empower marginalized communities.

Activities:

- **"Building Equality" Campaign:** Launch a "Building Equality" fundraising campaign, encouraging donations to support Habitat's mission of providing equal housing opportunities, in line with Dr. King's vision.
- **Community Service Day:** Organize a community service day where volunteers participate in home repair or construction projects in underserved neighborhoods, embodying Dr. King's principles of service and equality.
- **Educational Workshops:** Host workshops or seminars that educate the public about housing disparities and the role of affordable housing in advancing social justice.
- **Storytelling for Impact:** Share stories of Habitat homeowners from historically marginalized communities, illustrating the positive impact of stable housing and how it aligns with Dr. King's dream.
- **Community Unity March:** Organize a community unity march or walkathon to symbolize unity and promote equal housing opportunities for all.
- **Volunteer Recognition:** Recognize and appreciate volunteers who exemplify Dr. King's values of service, justice, and equality, emphasizing their vital role in Habitat's mission.

FEBRUARY

Black History Month | February

Black History Month offers an opportunity to emphasize the need for equitable housing opportunities, acknowledge the historical disparities in housing access, and promote Habitat's commitment to addressing these disparities.

Activities:

- **Historical Workshops:** Host workshops or webinars highlighting the history of housing discrimination and disparities in Black communities, and how Habitat is working to address these issues.
- **Community Discussions:** Organize panel discussions featuring community leaders, activists, and Habitat homeowners from Black communities, sharing their experiences and the impact of affordable homeownership.
- **Volunteer Empowerment:** Launch a campaign to recruit and empower volunteers from diverse backgrounds to contribute to Habitat projects, promoting inclusivity.
- **Storytelling Campaign:** Share inspiring stories of Black families who have benefited from Habitat's housing programs, emphasizing the positive impact of affordable homeownership.
- **Fundraising Drive:** Run a fundraising campaign aimed at supporting housing initiatives in historically marginalized communities, with a focus on Black families.
- **Community Partnerships:** Collaborate with Black-owned businesses, organizations, or local leaders to collectively address housing disparities and raise awareness of Habitat's mission.

Valentine's Day | February 14

Valentine's Day aligns with the Habitat for Humanity mission by [promoting love, compassion, and community support](#), reflecting Habitat's goal of providing safe and affordable housing to create stronger, more loving communities.

Activities:

- **"Share the Love" Fundraiser:** Launch a "Share the Love" fundraising campaign, encouraging the community to make donations in the spirit of Valentine's Day to support housing initiatives.
- **Love-Themed Volunteer Days:** Organize volunteer opportunities on Valentine's Day where volunteers can contribute their time to Habitat projects, spreading love through acts of service.
- **Community Love Notes:** Encourage community members to write notes or messages of love and encouragement to Habitat homeowners or those in need of housing, fostering a sense of community care.
- **Valentine's Home Dedications:** Plan special home dedication ceremonies for Habitat homes built or renovated around Valentine's Day, celebrating the love and support that made it possible.
- **Love-Inspired Art Projects:** Organize art or craft projects with the community, creating love-themed artworks or decorations for Habitat homes or events.
- **Volunteer Appreciation:** Show appreciation for Habitat volunteers by sending them heartfelt "Thank You" cards or organizing volunteer appreciation events on or around Valentine's Day.



Spring Mobilizing volunteers

Engaging volunteers not only strengthens their connection to your organization but can also lead to increased financial support as they become more deeply invested in the cause. A national study by the [Fidelity Charitable Gift Fund found that volunteers' donations average 10 times that of non-volunteers.](#)

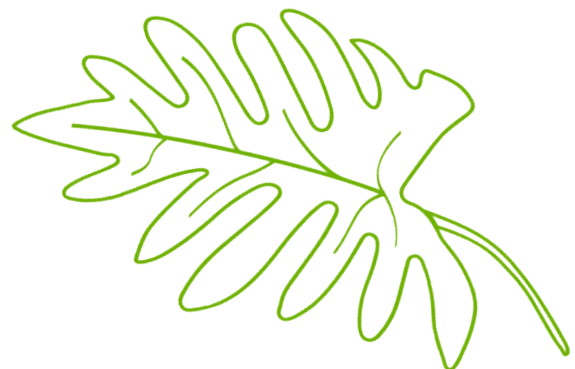
MARCH

International Womens' Day | March 8

International Women's Day is an opportunity to raise awareness of women's housing needs and highlight Habitat's commitment to [empowering women](#) through affordable homeownership.

Activities:

- **Women Build Initiatives:** Launch Women Build projects where women volunteers take a lead role in constructing homes, promoting gender equality in housing and fostering community involvement.
- **Women's Empowerment Workshops:** Organize workshops or seminars tailored to women that focus on homeownership education and financial literacy.
- **Fundraising for Women-Centric Projects:** Run fundraising campaigns specifically for projects that address the unique housing needs of women and their families, emphasizing the impact of affordable housing on women's lives.
- **Community Advocacy:** Encourage women in the community to advocate for safe and affordable housing through engagement with local policymakers, highlighting the importance of gender-sensitive housing policies.
- **Partnerships with Women's Organizations:** Collaborate with women's organizations and leaders to jointly address housing challenges faced by women, fostering a sense of community and support.
- **Celebrating Women's Stories:** Share inspiring stories of women who have achieved homeownership through Habitat's programs, showcasing the transformative impact on their lives and families.



APRIL

National Volunteer Week | April

National Volunteer Week highlights the importance of volunteers, a cornerstone of Habitat's mission to build homes and strengthen communities. Check out some of our [volunteer appreciation ideas](#).

Activities:

- **Volunteer Appreciation Events:** Host special events or ceremonies to celebrate and thank Habitat volunteers for their dedication and commitment to the cause.
- **Volunteer Spotlight Stories:** Share inspiring stories of individual volunteers and volunteer teams, showcasing their impact and the transformative power of their work.
- **Volunteer Recruitment Drives:** Launch volunteer recruitment campaigns during National Volunteer Week, encouraging new individuals and groups to join Habitat projects.
- **"Help Support Our Volunteers" Campaign:** Run fundraising campaigns to support volunteer training, tools, and resources. Emphasize the critical role of volunteers in Habitat's success and highlight how these funds will directly support future Habitat projects and volunteer opportunities.
- **"Donate in Honor of a Volunteer" Campaign:** Create a special fundraising campaign where supporters can make donations in honor of specific volunteers who have made significant contributions to Habitat's work. Highlight the volunteers' stories and impact to inspire donations. Consider setting up a dedicated web page or platform where donors can select a volunteer to honor with their contribution.
- **Community Engagement:** Engage the broader community in volunteer activities, inviting local businesses, schools, and organizations to participate in Habitat projects during the week.
- **Training and Skill Development:** Offer specialized training sessions or workshops to empower volunteers with new skills and enhance their contributions.

Earth Day | April 22

Earth Day aligns with Habitat for Humanity's commitment to sustainability, [environmental stewardship](#), and eco-friendly building practices, emphasizing the importance of responsible housing solutions.

Activities:

- **Green Home Building Workshops:** Run a "Green Homes for a Sustainable Future" campaign. Organize workshops or seminars on sustainable building techniques and materials, showcasing Habitat's efforts to create environmentally responsible homes.
- **Community Cleanups:** Engage volunteers and community members in environmental cleanup projects in Habitat neighborhoods, improving the overall quality of life for homeowners.
- **Fundraising for Eco-Friendly Initiatives:** Launch fundraising campaigns dedicated to implementing green building practices and technologies, emphasizing Habitat's commitment to sustainability.
- **Green Home Tours:** Offer tours of Habitat homes that incorporate eco-friendly features, educating the public about the organization's efforts to build environmentally responsible housing.
- **Community Gardens:** Organize a community cleanup, or create community gardens or green spaces in Habitat neighborhoods, fostering a sense of community and providing sustainable food sources.
- **Environmental Education:** Collaborate with local schools to provide environmental education programs, teaching children about sustainability and Habitat's eco-conscious initiatives.
- **Awareness:** Share information on eco-friendly housing and Habitat's efforts to reduce environmental impact.



Summer

Planning upcoming fundraising

Summer vacation vibes may be in the air, but now's the time to take a [mid-year check-in](#), strategize, and plan your fundraising efforts for the rest of the year.

JUNE

National Homeownership Month | June

National Homeownership Month underscores Habitat's core objective—providing affordable homeownership opportunities to families, and fostering stability and self-reliance.

Activities:

- **Build-a-Thon Fundraiser:** Organize a high-profile "Build-a-Thon" fundraiser where community members, local businesses, and volunteers come together to construct homes for families in need. This event can serve as a powerful fundraising initiative while showcasing Habitat's mission and engaging the community.
- **Homeownership Education Workshops:** Host a series of homeownership education workshops and seminars, inviting potential homeowners to learn about the process, available resources, and the importance of affordable housing. This not only raises awareness but also empowers the community with knowledge.
- **Community Engagement Initiatives:** Launch community engagement campaigns, encouraging residents to get involved in Habitat's mission by participating in neighborhood cleanups, home dedications, or "Paint-a-Thon" events to improve the overall quality of life in Habitat neighborhoods.
- **Donor Appreciation Events:** Host special events or appreciation ceremonies to recognize and thank donors and volunteers for their continuous support. This fosters a sense of community and appreciation for their vital roles in advancing Habitat's mission.
- **Storytelling Campaigns:** Share powerful stories of Habitat homeowners and how affordable homeownership has transformed their lives. Use multimedia platforms and social media to reach a broader audience and convey the impact of Habitat's work.
- **Partnership Building:** Collaborate with local businesses, government agencies, and other nonprofits to strengthen partnerships that support Habitat's mission and enhance its resources for affordable homeownership.
- **Fundraising Drives:** Launch targeted fundraising campaigns during National Homeownership Month, emphasizing the importance of affordable housing and encouraging individuals and organizations to contribute to the cause. One example might be a "Home for a Family" campaign, that encourages donors to contribute toward building or renovating a home for a family in need.
- **Home Tours and Open Houses:** Organize home tours and open houses in Habitat neighborhoods, so the community can see firsthand the impact of affordable homeownership on families and communities.
- **Volunteer Recognition:** Recognize and appreciate Habitat volunteers through awards, certificates, or special volunteer appreciation events, highlighting their integral role in the organization's success.

Global Day of Parents | June 1

The Global Day of Parents provides an opportunity for Habitat affiliates to highlight the importance of stable and secure homes for families, reflecting the organization's mission to empower families through affordable housing.

Activities:

- **Family Home Stories:** Share stories of Habitat homeowners who are parents and how stable housing has positively impacted their families, emphasizing the importance of a safe and nurturing home environment.
- **Parenting Workshops:** Host workshops and sessions on parenting skills, financial literacy, and homeownership readiness for Habitat partner families, contributing to their overall well-being and empowerment.
- **Community Building:** Organize community-building events within Habitat neighborhoods, fostering connections among parents and families while enhancing the sense of community.
- **Community Involvement:** Invite local families to visit a Habitat construction site, fostering a sense of community and shared values.
- **Awareness Campaigns:** Run awareness campaigns highlighting the role of affordable homeownership in providing parents with a strong foundation for raising their children and achieving stability. Share stories of parents who have improved their children's lives through homeownership.
- **Volunteer Engagement:** Encourage volunteers, including parents, to participate in Habitat projects and events, showcasing the organization's commitment to supporting families and the community.
- **Fundraising:** Run a "Parenting for a Better Future" campaign, inviting donors to support Habitat's efforts to provide stable homes for families.



JULY

International Day of Cooperatives | First Saturday in July

This day underscores the cooperative nature of Habitat's work, as it collaborates with communities, volunteers, and local businesses to build homes and strengthen neighborhoods.

Activities:

- **Collaborative Partnerships:** Highlight the cooperative relationships you've built with volunteers, donors, local businesses, and government agencies, emphasizing the collective effort that drives your mission.
- **Community Engagement:** Organize community engagement events that showcase how working together can transform neighborhoods and provide families with safe and affordable homes.
- **Volunteer and Donor Appreciation:** Use the occasion to appreciate and recognize the contributions of volunteers and donors, acknowledging their cooperative spirit in supporting the organization's work.
- **Fundraising Campaigns:** Launch cooperative fundraising campaigns that involve multiple stakeholders, including matching donation challenges or corporate partnerships, to raise funds for affordable housing projects.
- **Awareness of Cooperative Models:** Educate the community about the cooperative principles and models that underpin Habitat for Humanity's collaborative approach to housing solutions.

Independence Day | July 4

Independence Day is about freedom and community support and provides the opportunity to highlight how safe and stable housing plays a crucial role in helping people achieve independence and self-reliance.

Activities:

- **Parade Participation:** Participate in local Independence Day parades to raise awareness for Habitat's mission and showcase the organization's commitment to helping families achieve housing independence.
- **"Freedom Build" Initiatives:** Launch "Freedom Build" fundraising campaigns, emphasizing the role of affordable housing in providing families with the independence and stability they need.
- **Community Picnics:** Organize community picnics or gatherings in Habitat neighborhoods, fostering a sense of community and celebrating the values of independence and freedom.
- **Volunteer Engagement:** Invite volunteers to participate in Independence Day-themed home construction projects, highlighting the role of volunteer support in building homes and communities.
- **Fireworks Viewing Events:** Host events or fundraisers with a view of Independence Day fireworks, with proceeds going towards Habitat's mission of providing safe and affordable housing.

AUGUST

National Curb Appeal Month | August

National Curb Appeal Month promotes the beautification and improvement of homes. Enhancing curb appeal not only uplifts neighborhoods but also fosters pride in homeownership, a core aspect of Habitat's mission.

Activities:

- **Curb Appeal Contest:** Organize a curb appeal contest for homeowners, encouraging them to showcase their improvements. Charge an entry fee, and award prizes for the most attractive transformations. You can use funds raised to support Habitat housing projects.
- **Curb Appeal Workshops Series:** Host a series of workshops throughout the month, covering different aspects of curb appeal enhancement, including landscaping, painting, and exterior repairs.
- **Community Garden Project:** Partner with local community gardens to beautify common areas in neighborhoods where Habitat homes are located, emphasizing the importance of green spaces in curb appeal.
- **Curb Appeal Volunteer Day:** Mobilize volunteers to assist low-income homeowners with curb appeal projects, fostering community involvement and homeowner pride.
- **Curb Appeal Gala:** Host a gala event at the end of the month to celebrate successful curb appeal projects. Use the event to raise funds for upcoming housing initiatives and recognize outstanding volunteers and homeowners who participated.

World Humanitarian Day | August 19

World Humanitarian Day recognizes the humanitarian aspect of Habitat's mission, highlighting its dedication to providing safe and affordable housing for vulnerable populations.

Activities:

- **Humanitarian Stories:** Share stories about families whose lives have been positively impacted by Habitat's humanitarian work, emphasizing the organization's role in providing shelter and stability.
- **Fundraising for Vulnerable Populations:** Launch fundraising campaigns dedicated to supporting housing initiatives for vulnerable communities, emphasizing the humanitarian aspect of Habitat's mission. One idea is to run a "Humanitarian Builders" campaign, encouraging donors to contribute to the construction of homes for families in need.
- **Community Engagement:** Organize community discussions, forums, or seminars on humanitarian issues and the role of safe housing in addressing them.
- **Volunteer Appreciation:** Recognize and appreciate your volunteers for their contributions to humanitarian efforts, showcasing their essential role in supporting the organization's mission. Host a special event to honor volunteers who have shown exceptional humanitarianism in their work with Habitat.
- **Partnership Building:** Collaborate with other humanitarian organizations to strengthen efforts in addressing housing needs and improving living conditions for vulnerable populations.



Autumn

Priming for end-of-year giving

Fall ushers in a season of giving as nonprofits encourage their supporters to make end-of-year contributions to finish the year on a solid financial note.

AUGUST AND SEPTEMBER

Back to School

Back to School time offers the opportunity to demonstrate the significance of providing stable housing to families. By ensuring that children have a safe and secure place to call home, Habitat helps to support their educational journey and sets the foundation for a brighter and more promising future.

Activities:

- **Back to School Fundraising Gala:** Host an annual Back to School Gala with a special focus on stories of children who grew up in Habitat homes. Seat members from Habitat households at donor tables to share their inspiring success stories.
- **Back to School Campaign:** Launch a Back to School fundraising campaign showcasing the educational achievements of Habitat homeowners' children. Encourage donors to contribute towards providing stable housing and education opportunities for more families.
- **Graduation Celebrations:** Organize special graduation celebrations for children from Habitat households who have successfully completed their education milestones, particularly if they've graduated high school and will be starting college. Highlight these achievements on social media and in donor communications.
- **Community Engagement Events:** Collaborate with local schools to organize Back to School events, where Habitat volunteers and homeowners provide school supplies, backpacks, and educational resources to students in need. This strengthens community ties and raises awareness of Habitat's mission.
- **School Beautification Events:** Organize a school beautification event in a Habitat community by rallying volunteers—including Habitat homeowners—to revitalize the school's surroundings. This initiative not only enhances the learning environment but also fosters a strong sense of community involvement and demonstrates Habitat's commitment to improving the neighborhoods they serve.
- **Back to School Donor Appreciation:** Send personalized Back to School appreciation notes or updates to donors, emphasizing the impact of their support on children's education in Habitat homes.
- **Christmas Campaign:** Capitalize on the Christmas season to run a fundraising campaign highlighting stories of hope and transformation made possible through stable housing, underscoring how many more children and families eagerly await the gift of a safe and secure home for a brighter future.
- **Service Requirement Recognition:** Recognize and celebrate Habitat homeowners' fulfillment of their service requirement by acknowledging their volunteer contributions during a special event or through social media and newsletters.
- **Back to School Volunteer Days:** Organize volunteer opportunities where Habitat volunteers, staff, and homeowners can come together to prepare and distribute school supplies to children in need. This fosters a sense of community and shared purpose.
- **Student Scholarships:** Establish a scholarship fund for children who grew up in Habitat homes, supporting their pursuit of higher education. Promote this initiative as part of the Back to School theme.
- **Annual Educational Progress Report:** Create an annual report highlighting the educational progress and achievements of children from Habitat households. Share this report with donors to showcase the long-term impact of their contributions.

SEPTEMBER

Labor Day | First Monday in September

Labor Day is significant as it enables Habitat for Humanity affiliates to recognize the contributions of workers and advocates for labor rights. This aligns with Habitat's mission to provide safe and affordable housing for all, including those who work tirelessly to build their futures.

Activities:

- **Community Workdays:** Organize special community workdays during Labor Day weekend, inviting volunteers to participate in home construction and renovation projects.
- **"Labor of Love" Fundraiser:** Launch a "Labor of Love" fundraising campaign, encouraging donors to contribute in honor of the labor and dedication of volunteers and partner families.
- **"Building for the Workforce" Fundraiser:** Run a "Building for the Workforce" campaign, advocating for affordable housing solutions for workers.
- **Volunteer Appreciation:** Host volunteer appreciation events or ceremonies, recognizing the hard work and commitment of volunteers in building homes and strengthening communities.
- **Awareness:** Highlight the contributions of workers and the importance of stable housing for laborers.
- **Labor Day Parades:** Participate in local Labor Day parades, showcasing Habitat's commitment to community development and affordable housing.
- **Community Engagement:** Engage the broader community in discussions and activities that highlight the role of labor and volunteerism in addressing housing needs.

National Hispanic American Heritage Month | September 15–October 15

National Hispanic American Heritage Month aligns with Habitat's commitment to recognizing and celebrating the rich cultural diversity within the communities you serve. Use this month to celebrate the contributions of Hispanic communities and engage in activities that promote inclusive, affordable housing solutions.

Activities:

- **Cultural Celebration Events:** Organize cultural events, workshops, or festivals that celebrate Hispanic heritage, featuring traditional music, dance, and cuisine. These events can serve as fundraisers or awareness-building activities.
- **Community Outreach in Hispanic Neighborhoods:** Collaborate with local Hispanic communities to identify housing needs and launch campaigns or projects that directly benefit these communities.
- **Storytelling and Awareness Campaigns:** Share stories of Hispanic families who have partnered with Habitat for Humanity to secure safe and affordable housing. Highlight how your affiliate's work positively impacts diverse communities.
- **Bilingual Homeownership Workshops:** Host bilingual homeownership workshops to educate and empower Hispanic individuals and families in achieving homeownership, reinforcing Habitat's commitment to housing equity.
- **Volunteer Engagement:** Encourage Hispanic volunteers to participate in Habitat projects and recognize their contributions during this month, showcasing the organization's commitment to diverse volunteer engagement.

OCTOBER

National Energy Awareness Month | October

National Energy Awareness Month showcases Habitat’s commitment to energy-efficient building practices, promoting sustainable housing solutions and environmental responsibility.

Activities:

- **Eco-Friendly Home Tours:** Organize tours of Habitat homes that incorporate energy-efficient features, educating the public on the importance of sustainable housing.
- **Energy-Efficiency Workshops:** Host workshops and seminars on energy-efficient home design and renovation, emphasizing Habitat’s commitment to eco-conscious building practices.
- **Green Home Fundraising:** Showcase Habitat’s environmental initiatives by running a “Green Homes for a Greener Future” campaign, promoting green building technologies and practices in the construction of energy-efficient homes.
- **Awareness:** Share information about Habitat’s commitment to sustainable building practices and the benefits of energy-efficient housing.
- **Community Clean Energy Projects:** Collaborate with local clean energy organizations on community-based projects that promote sustainable energy sources and energy conservation within Habitat neighborhoods.
- **Volunteer Education:** Educate volunteers about Habitat’s energy-efficient building practices and the benefits they provide to both homeowners and the environment, emphasizing the importance of sustainability in housing.

National Do-It-Yourself Day | First Saturday in October

National Do-It-Yourself Day encourages people to tackle home improvement projects. Empowering homeowners to tackle DIY tasks aligns with Habitat’s goal of building self-reliant and confident homeowners.

Activities:

- **DIY Home Repair Clinics:** Offer free DIY home repair clinics where experts provide guidance on tackling common household projects. Encourage participants to donate to support your mission. Consider giving new Habitat Homeowners Home Repair Kits that include tools and materials to help address the most common home repair projects.
- **DIY Home Improvement Expo:** Organize an expo featuring vendors and demonstrations of DIY products and techniques. Charge exhibitors a fee, with proceeds going toward Habitat housing projects.
- **DIY Fundraising Challenges:** Create various DIY fundraising challenges, like home renovation contests or 24-hour DIY marathons. Participants can raise funds through pledges and donations.
- **DIY Home Repair Kits:** Solicit donations for items to use for Home Repair Kits that include tools and materials for common projects. You can sell kits, with proceeds going toward supporting Habitat home repair programs. You can also set some aside to give to new Habitat homeowners.



Year-End

Hosting gala and fundraising events

The **year-end** is often a festive time in the nonprofit world. Galas, fundraising dinners, or themed parties generate excitement and funds. Significant funds. Year-end giving accounts for a substantial portion of nonprofit revenue, often exceeding 30% of total donations.

NOVEMBER

International Volunteer Managers Day | November 5

Take advantage of this day to both recognize and appreciate the crucial work of volunteer managers as well as strengthen the volunteer management infrastructure.

Activities:

- **Volunteer Manager Appreciation:** Host an appreciation event or ceremony to honor and thank volunteer managers for their dedication and hard work in mobilizing volunteers.
- **Volunteer Manager Spotlight:** Feature stories or profiles of volunteer managers on Habitat's website and social media, showcasing their impact and dedication to the cause.
- **Volunteer Manager Training:** Offer specialized training sessions or workshops for volunteer managers to enhance their skills in recruiting and managing volunteers effectively.
- **Community Engagement:** Engage the community in recognizing the role of volunteer managers by encouraging individuals to share their experiences and stories of working with these unsung heroes.
- **Fundraising for Volunteer Development:** Run a fundraising campaign to support the training and development of volunteer managers, emphasizing their role in ensuring your mission's success.
- **Volunteer Manager Collaborations:** Foster collaborations between volunteer managers and other community organizations to share best practices and resources in volunteer management.

Veterans Day | November 11

Veterans Day is a day for honoring and supporting veterans and military families in need of stable housing, reflecting Habitat's commitment to providing secure and affordable homeownership opportunities, and promoting stability and self-reliance to those who have served our country.

Activities:

- **Veteran Home Builds:** Organize special home construction projects for veterans and their families, involving volunteers, donors, and the community in building homes tailored to their needs.
- **Veterans Outreach Events:** Host outreach events or information sessions to connect veterans with housing resources and homeownership programs.
- **Fundraising for Veterans Initiatives:** Launch fundraising campaigns dedicated to providing housing solutions for veterans, highlighting the impact of safe and stable housing on their lives.
- **Community Partnerships:** Collaborate with veterans' support organizations, local military bases, or veteran-owned businesses to collectively address housing challenges faced by veterans.
- **Volunteer Veteran Teams:** Encourage veterans and active-duty military personnel to volunteer with Habitat, fostering a sense of camaraderie and service within the veteran community.
- **Veteran Appreciation Ceremonies:** Organize appreciation ceremonies or events to honor and thank veterans for their service, emphasizing Habitat's commitment to supporting their housing needs. Possible themes could include "Welcome Home" for veterans returning from deployment, or "Away From Home" for Habitat families or communities with deployed family members.
- **"Homes for Heroes" Gala:** Raise funds to build and renovate homes for veterans and military families.

World Kindness Day | November 13

World Kindness Day offers an opportunity to celebrate the kindness of volunteers, donors, and supporters who contribute to building homes and transforming lives.

Activities:

- **"Random Acts of Kindness" Campaign:** Launch a campaign encouraging community members to perform random acts of kindness for their neighbors, underscoring the spirit of kindness that Habitat promotes.
- **Community Involvement:** Organize events that bring neighbors together and promote community acts of kindness, like neighborhood cleanups or home repairs for those in need.
- **Awareness Campaign:** Share stories of kindness shown by volunteers, donors, and supporters who have made a difference in the lives of Habitat homeowners.
- **Volunteer Appreciation:** Recognize and appreciate Habitat volunteers for their acts of kindness and commitment to helping others, reinforcing the values of compassion and giving.
- **Kindness-themed Fundraisers:** Host fundraising events or campaigns centered around kindness, for example, a "Kindness Builds Homes" campaign, encouraging supporters to contribute in the spirit of making a positive difference in the lives of others.
- **Partnerships for Good:** Collaborate with local businesses and organizations on initiatives that promote kindness and community well-being, reinforcing Habitat's dedication to building a better world through housing.

National Family Week | Fourth Week in November

National Family Week aligns with Habitat's mission of empowering families through homeownership, and is a time to emphasize the importance of nurturing strong and stable family environments.

Activities:

- **Family Home Tours:** Organize tours of Habitat homes, showcasing how safe housing has positively impacted the lives of partner families and contributed to family stability.
- **Family Support Workshops:** Host workshops and events that offer support and resources to Habitat partner families, emphasizing the organization's commitment to family well-being.
- **Family-Focused Fundraising:** Launch fundraising campaigns that specifically target initiatives related to improving living conditions for families, reinforcing Habitat's dedication to family-centric housing solutions. For example, run a "Home for Every Family" campaign, emphasizing the importance of stable housing for families.
- **Awareness Campaigns:** Share stories of families whose lives have been transformed through homeownership, highlighting their journeys during Family Week.
- **Community Family Days:** Arrange community events within Habitat neighborhoods, like home dedications or neighborhood gatherings, fostering a sense of family and togetherness among homeowners and volunteers.
- **Family Volunteer Projects:** Encourage family volunteering by organizing projects that involve parents and children working together on Habitat initiatives, promoting the values of unity and community.

Thanksgiving | Fourth Thursday in November

Thanksgiving provides an opportunity to express gratitude to your supporters, volunteers, and donors who help construct homes and build strong communities.

Activities:

- **Thanksgiving Volunteer Appreciation:** Host special appreciation events or meals for volunteers, expressing gratitude for their contributions to your mission.
- **Thanksgiving Fundraising Campaign:** Launch a Thanksgiving-themed fundraising campaign, "Thankful for Homes," encouraging supporters to give in the spirit of gratitude and giving back to the community.
- **Community Thanksgiving Meals:** Organize Thanksgiving meals or food drives for families in need within Habitat neighborhoods, fostering a sense of community and support.
- **Gratitude-themed Outreach:** Use social media and newsletters to share stories of gratitude from Habitat partner families, emphasizing the positive impact of safe housing on their lives.
- **Awareness:** Share messages of gratitude for supporters, donors, and volunteers who make Habitat's work possible.
- **Thanksgiving Home Dedication:** Plan home dedications for Habitat homes around Thanksgiving, so volunteers and supporters can witness the life-changing impact of their efforts.
- **Volunteer Appreciation:** Host a special Thanksgiving-themed volunteer appreciation event, thanking volunteers for their dedication.
- **"Harvest of Hope" Gala:** Celebrate gratitude and community, and Raise funds for Habitat projects that ensure families have a safe and warm home for the holidays.

GivingTuesday | Tuesday following Thanksgiving

Highlight the importance of charitable giving in supporting families and communities through the provision of affordable housing.

Activities:

- **GivingTuesday Fundraising Drive:** Launch a GivingTuesday-specific fundraising campaign, encouraging supporters to contribute on this global day of giving, with funds directly benefiting Habitat’s housing projects.
- **Community Engagement Events:** Organize events or activities that engage the community in supporting Habitat’s mission on GivingTuesday, like volunteer opportunities, workshops, or community gatherings.
- **Donor Appreciation:** Show appreciation to donors who contribute on GivingTuesday with special recognition or thank-you events, reinforcing the value of their support.
- **Social Media Campaign:** Use social media to spread awareness about Habitat’s participation in GivingTuesday and share stories of families who have been positively impacted by charitable contributions.
- **Matching Gift Challenge:** Encourage supporters by arranging a matching gift challenge, where a generous donor matches contributions made on GivingTuesday, doubling the impact of donations.

DECEMBER

National Roof Over Your Head Day | December 3

National Roof Over Your Head Day underscores the critical importance of safe and stable housing. It serves as a reminder of the fundamental need for shelter, reinforcing Habitat’s commitment to providing decent and secure homes to those in need.

Activities:

- **Roof Repair and Replacement Projects:** Mobilize volunteers, contractors, and skilled roofers to undertake roof repair and replacement projects for families in need.
- **Home Dedication Ceremony:** Organize a special home dedication ceremony for families receiving a new roof. Use this occasion to raise awareness about the significance of a secure roof.
- **“Roof Over Your Head” Gala:** Host a gala event with the theme “Roof Over Your Head” to raise funds for Habitat’s roof repair and replacement programs. Include a silent auction of roofing-related items.
- **“Warmth for Winter” Roofing Awareness Campaign:** Launch a social media and public awareness campaign about the importance of safe roofs—as well as having a roof over your head—to draw attention to the challenges faced by families without adequate shelter.
- **Community Roofing Fund:** Establish a dedicated fund to cover the costs of roofing projects for families who cannot afford them, inviting donors to contribute specifically to this critical aspect of housing.

OTHER YEAR-END IDEAS

“Home for the Holidays” Christmas and Hanukkah Gala

Embrace the holiday spirit and the importance of home by supporting Habitat’s mission to provide homes for families during the holiday season.

“Hope for the New Year” Year-End Giving Gala

Look forward to the coming year with optimism, and encourage year-end donations to set the stage for success in the upcoming year.

“Building Dreams for Tomorrow” New Year’s Eve Gala

Ring in the new year with a focus on Habitat’s future impact with a significant fundraising effort to support ongoing projects.

Gratitude Campaign for Donors and Volunteers

Express gratitude to the supporters who are integral to promoting Habitat’s mission, fostering a sense of appreciation and community.

Activities:

- Send personalized “Warm Wishes” thank-you cards or videos from board members to Habitat homeowners and volunteers.
- Host a virtual appreciation event where homeowners share their stories of transformation and heartfelt thanks to the Habitat community.
- Create a donor and volunteer recognition wall on the Habitat website featuring their names and stories.
- Offer exclusive “Thank You” merchandise or tokens of appreciation, like branded mugs or T-shirts.
- Organize a special holiday-themed volunteer appreciation day, complete with festive activities and treats.

Heartwarming Stories from Constituents

Share stories of transformation and impact to illustrate how Habitat changes lives through stable housing.

Activities:

- Develop a series of blog posts or social media updates featuring real-life success stories of Habitat homeowners.
- Create a video montage of homeowners expressing gratitude and showcasing their journey to homeownership.
- Host a virtual storytelling event where homeowners and volunteers share their experiences.
- Produce a heartwarming Habitat newsletter highlighting stories of resilience, hope, and progress.
- Collaborate with local media outlets to publish stories about the positive impact of Habitat in the community.

Holiday Home Tour of Habitat Homes

A holiday home tour not only spreads festive cheer but also offers an opportunity to showcase the quality of Habitat homes.

Activities:

- Organize a virtual holiday home tour, enabling supporters to explore Habitat homes on 360-degree virtual tours.
- Partner with local businesses to decorate and furnish Habitat homes with a holiday theme.
- Promote the holiday home tour as a fundraiser, selling tickets to access the tour with proceeds benefiting Habitat.
- Invite local influencers or celebrities to participate in the tour and share their experiences on social media.
- Host a “Deck the Halls” contest, encouraging homeowners to decorate their homes for the tour, with prizes for the best-decorated home.

By tailoring your activities to each holiday’s theme and purpose, your Habitat for Humanity affiliate can effectively engage the community, raise awareness, boost fundraising efforts, and show genuine appreciation for their dedicated volunteers and supporters.



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