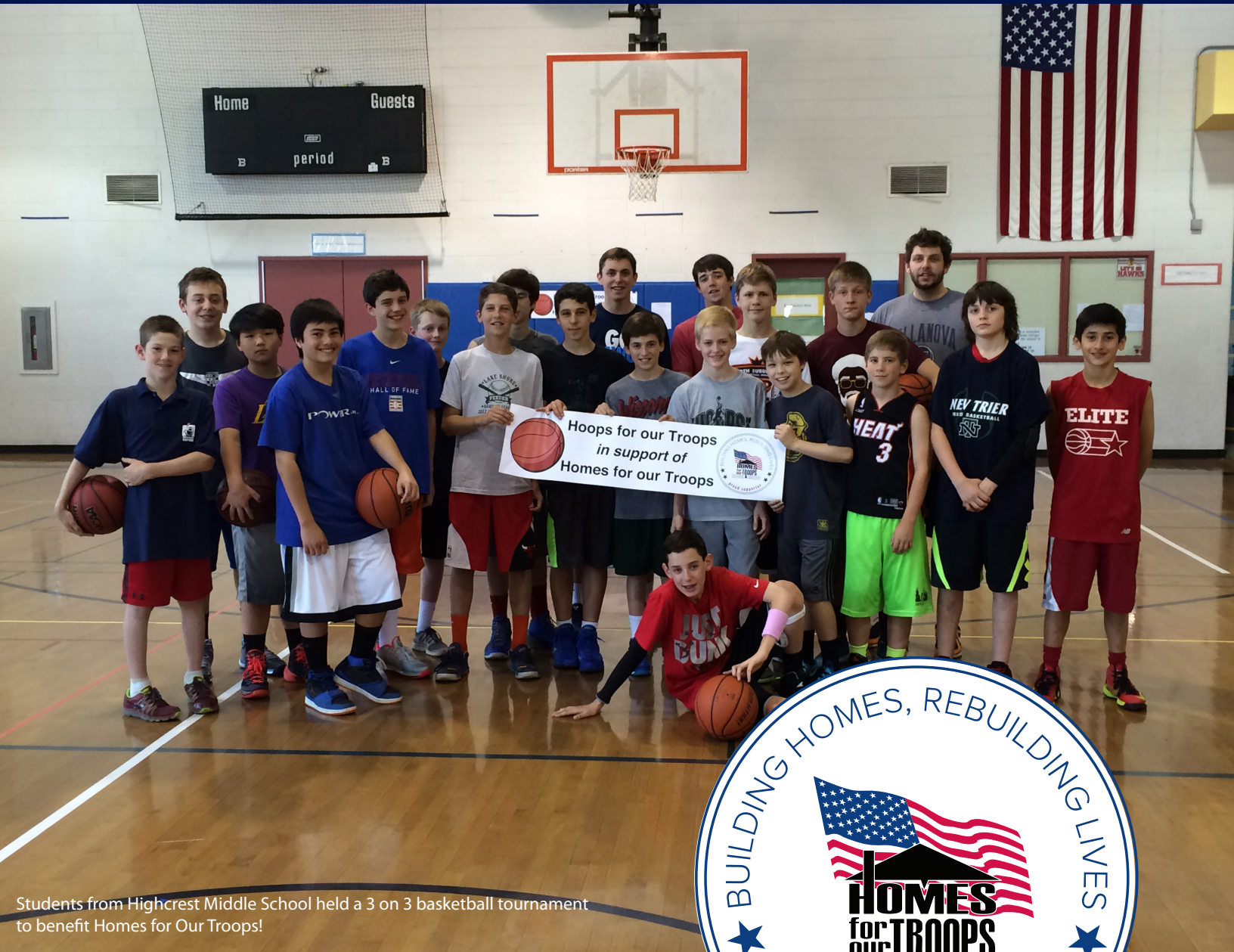


Homes for Our Troops

FUNDRAISING TOOLKIT

At the heart of what we do is building a community of support for our Veterans.
The support you are giving can be life-changing.



Students from Highcrest Middle School held a 3 on 3 basketball tournament to benefit Homes for Our Troops!



ifundraising@hfotusa.org 866-7-TROOPS
www.hfotusa.org/fundraise



You Do Make a Difference

With only one office in Taunton, MA, Homes for Our Troops (HFOT) relies on your efforts to reach out to the local communities and help us make a difference. Thank you for choosing to raise funds for Homes for Our Troops and enrich the lives of our severely injured veterans.



Matthew McDaid, Founder of clothing company Section 1776 donates 10 percent of sales to Homes for Our Troops.



Team HFOT member (Alyssa Shashaty) holds a bake sale to reach her fundraising goal.



Community members from Marysville, Ohio held a spaghetti dinner on the eve of Jason Gibson's Groundbreaking Ceremony raising over \$3,000.



Members of the Somerset American Legion Auxiliary present the fundraising team with a check for their annual charity dinner for HFOT.



Richard King visits the HFOT office. He has pledged to ride 10,000 miles over two months with a goal of \$25,000.



Fundraiser Ideas

For
the kids!

Lemonade Stand — Set up a patriotic themed lemonade stand on a hot summer day and donate the proceeds.

Wear a Hat to School Day — Have students donate \$1 to wear a hat to school on a specific day.

Walk-A-Thon — Have students collect pledge donations from family & friends to walk laps on a track or around a designated area during their physical education class.

Bike Run — Host a bike run with your local motorcycle group. Have a BBQ and live music at the end. Make the event competitive and host a poker run! Have participants stop at checkpoints to draw a playing card. Whoever has the best hand of cards at the end of the ride is the winner!

For
everyone!

Military Appreciation Dinner — Show your support for all of our nation's service members by hosting a military appreciation dinner. Sell tickets, have door prizes and raffles, and honor local veterans at the event. This could be a simple pasta dinner donated by your favorite restaurant, or as fancy as a black-tie gala!

Run a Race / Half-Marathon / Marathon — Set up a personal fundraising page on our website and ask friends and family to support you while you run. Get a team together and ask everyone to raise a minimum donation toward the team's overall goal.
<http://www.hfotusa.org/teamhfot>

Golf Tournament — Host a golf tournament for your clients. Have a small lunch before the tournament and a dinner after. Recognize sponsors and present winning foursomes with a trophy or plaque.

For
the office!

Jeans Day / Red Shirt Fridays — Encourage employees to make a donation to Homes for Our Troops and wear jeans or red shirts on Friday to show their support for the military.

BBQ Lunch — Invite employees to enjoy a BBQ lunch for a small donation. Have executives and management set up, cook, and serve the food, as well as match funds collected.

The opportunities for raising money are endless – all you need is some time, effort and imagination. This tool kit is packed with ideas on how you can fundraise for Homes for Our Troops, and to help ensure your fundraising journey is safe, legal and above all fun!

Make it fun!



Adopt A Room

...and help us Build Homes while Rebuilding Lives

The national average cost to build a specially adapted home is **\$430,000.**

If you are having trouble setting up a goal for your fundraiser, consider adopting a room!

How It Works

Each room in a Homes for Our Troops home costs an average of \$5,000. Help defray the cost of windows, doors, walls and paint needed by adopting a room as a goal for your fundraiser!





The Network Around You

How to raise \$600 in Six Days

DAY 1.....	Sponsor yourself for \$25	\$25
	Ask 5 family members to donate \$25 each	\$125
DAY 2.....	Ask 5 friends to contribute \$20	\$100
	Ask 5 neighbors to contribute \$10	\$50
DAY 3.....	Ask 5 co-workers to contribute \$10	\$50
	Ask your boss for a company contribution of \$50	\$50
Day 4.....	Ask 2 businesses you deal with through work to contribute \$25	\$50
Day 5.....	Ask 5 people from your gym to contribute \$10	\$50
Day 6.....	Ask 4 businesses you frequent to personally contribute \$25	\$100

\$600

Online Fundraising with Homes for Our Troops

Join HFOT's online community & start fundraising today!

- Create a personalized profile and invite friends, family and co-workers to donate to your cause via social media & email.
- Easily track funds you've raised and update everyone on your progress!
- Visit <http://fundraise.hfotusa.org> to become a HFOT fundraiser!

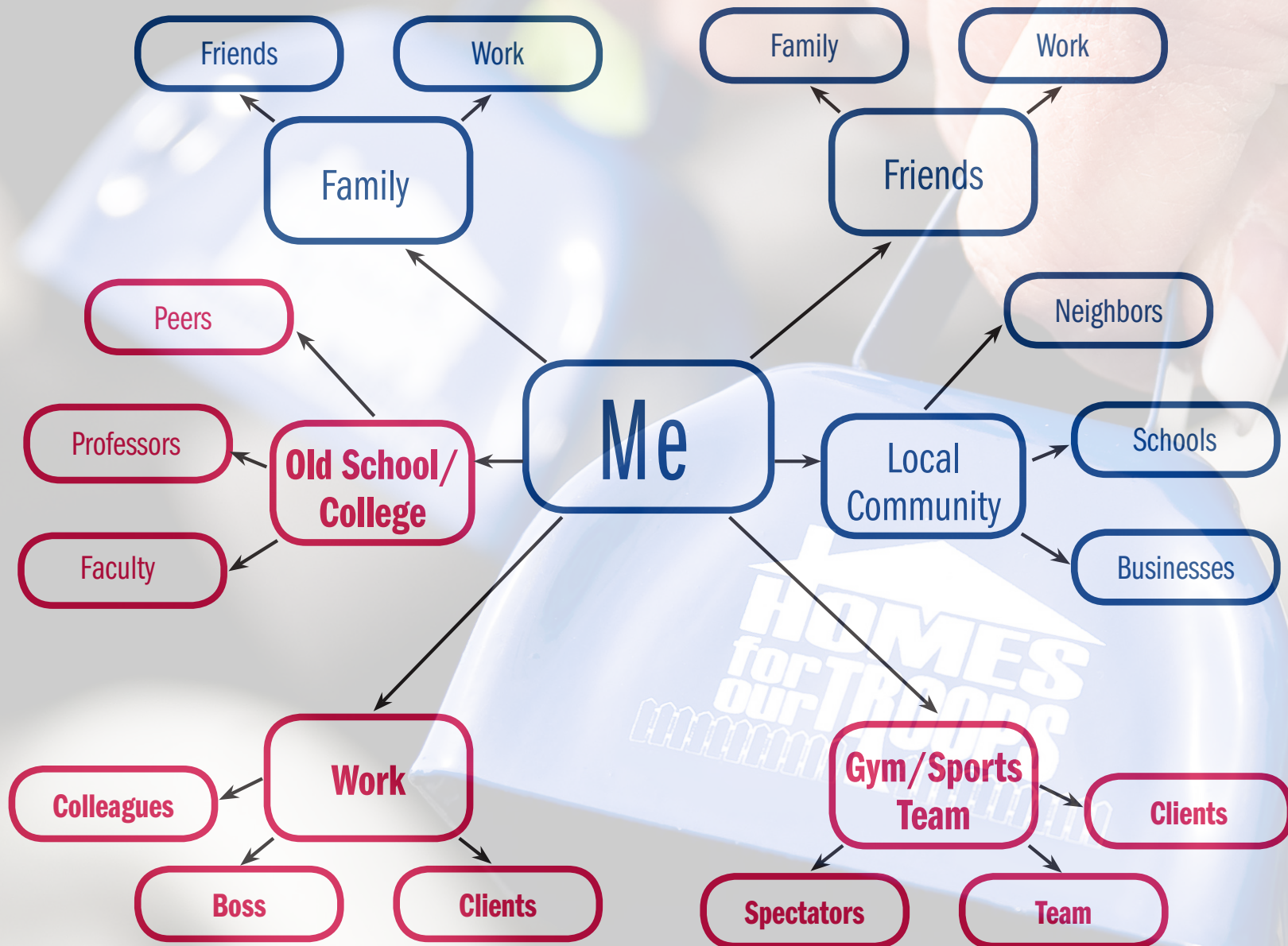




The Network Around You

Think about who you will ask for support. Everyone has a network of family, friends, and colleagues to approach to help reach their fundraising goal. Use the chart below as a template to create your own network chart.

List the names of people who fall under each category and decide how you can reach out to each person or group to make your fundraiser a success.



The number one reason why people do not donate to a fundraiser is they haven't been **asked**.



Tips for Success

Be realistic

Sometimes the simplest fundraisers bring in the most donations. Make sure to find a fundraiser that fits your resources and that your community will support.

Keep your goal in mind

Set yourself a fundraising goal and track your progress. Create a budget for your event and stick to it. Try to keep spending minimal and get as much donated as possible to reach your fundraising goal quickly.

Be genuine

Let people know about Homes for Our Troops and its mission. If you have a personal connection, let people know. Tell everyone how their contributions will make a difference in the lives of our nation's severely injured Veterans.

Ask!

If you don't ask, you will not receive. Ask for donations, discounts, and help. People are more likely to give if they are asked to do so. The more people you have giving, the more donations and awareness you will raise.

Spread the word

Let everyone know what you are doing. Use your Network Chart and social media to spread the word. Ask your friends, family and coworkers to tell their friends too.

Match the gifts

Ask your employer if it will match the money you raise through your fundraising efforts or any donations made by employees. It's a great way to get your colleagues involved as well.

Thank everyone

Be sure to thank everyone involved in your fundraiser. Thank your committee, volunteers, and donors and let them know you are grateful for their support. Make sure they know how their efforts and contributions will help Homes for Our Troops and our nation's severely injured Veterans.

Have fun

Choose a fundraiser that you and your guests will enjoy. People are more likely to give if they are enjoying themselves and see that you are having a good time hosting the event.



Homes for Our Troops

PO Box 2464

Taunton, MA 02780

Building Homes, Rebuilding Lives

CFC # 12525

HIGH MARKS for HFOT from Charity Rating Agencies

In a letter to Homes for Our Troops, Charity Navigator President and CEO, Ken Berger states, “receiving four out of a possible four stars indicates that your organization adheres to good governance and other best practices that minimize the chance of unethical activities and consistently executes its mission in a fiscally responsible way. Only 10% of the charities we rate have received at least three consecutive 4-star evaluations, indicating that Homes for Our Troops outperforms most other charities in America. This ‘exceptional’ designation from Charity Navigator differentiates Homes for Our Troops from its peers and demonstrates to the public it is worthy of their trust.” Charity Navigator has awarded HFOT its highest rating of Four Stars for four straight years.



CharityWatch awarded HFOT an A rating and included us in their list of Top-Rated Military & Veterans Charities. Only 8 of the 46 Military & Veterans charities they reviewed earned this Top-Rated listing.



The Better Business Bureau (BBB) Wise Giving Alliance reviews charities using 20 criteria covering governance, effectiveness, finance and fundraising. Homes for Our Troops meets all 20 criteria.



www.hfotusa.org/fundraise