








# AMBASSADOR TOOLKIT FOR CHAF COMMUNITY CAMPAIGN

## TABLE OF CONTENTS

<a href="#">1</a>	Community Housing Assistance Fund
<a href="#">2</a>	Recognition Levels
<a href="#">3</a>	[ <a href="#">Join the Campaign: Sign Up Instructions</a> ]
<a href="#">4</a>	
<a href="#">5</a>	
<a href="#">6</a>	Outreach: Inviting Others to Join
<a href="#">7</a>	Fundraising: The Ask
<a href="#">8</a>	Fundraising: The Ask (Sample Email)
<a href="#">9</a>	Fundraising: The Ask (Sample Social Posts)
<a href="#">10</a>	Outreach: Sample Informational Flyer

## ABOUT THE COMMUNITY HOUSING ASSISTANCE FUND

*The Community Housing Assistance Fund (CHAF) is a restricted-emergency assistance fund to help HomeStart's clients in Cambridge and Boston clear the final financial hurdles standing between homelessness and a place to live.*

-  CHAF serves as a guarantee that no financial hurdle stands between HomeStart clients and stable housing.
-  CHAF funds cover expenses such as security deposits, first and last month's rent, moving costs and utility debts.
-  The average CHAF grant needed to move a HomeStart client into stable housing is **\$1,000** but has ranged from \$25 to \$4,000.
-  CHAF was created as the **Cambridge** Housing Assistance Fund in 1999 by Cambridge-based Realtors® in a partnership with the local banking community. In 2019, CHAF expanded to include those in need in the Boston community and was renamed the Community Housing Assistance Fund.
-  CHAF has served over 2,500 families and individuals since its founding.

## Join the CHAF Campaign: Recognition Levels

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**\$1-\$499**

**Friend**

Donation recognized by name on campaign page.

**\$500+**

**Supporter**

Recognition graphic for your website +above benefits.

**\$1,000+**

**Advocate**

Logo on campaign page + above benefits.

**\$2,500+**

**Leader**

Logo on HomeStart website + above benefits..

**\$5,000+**

**Champion**

Logo in newsletter (7.5K constituents) + above benefits.

**\$10,000+**

**SuperStar**

Dedicated HomeStart social media post + above benefits.

## Join the CHAF Campaign: How to Sign Up

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### A. REGISTER FOR THE CAMPAIGN

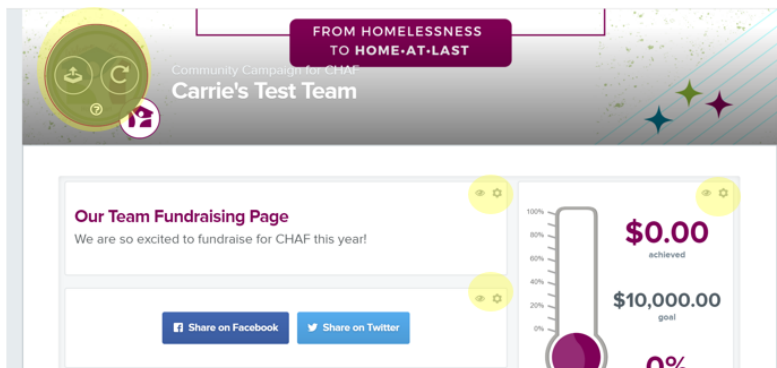
1. Visit [www.bit.ly/CCCHAF](http://www.bit.ly/CCCHAF)
2. Click on “Sign Up to Participate”
3. Select either “Join or Start a Team” if fundraising with a group, or “As an Individual”
4. On the pop-up screen, select either “Start a New Team” if you are fundraising with a group, or “As an Individual”
5. If fundraising with a group - either find an already-registered team on the list, or choose “Start a New Team” to register a new team
6. For new teams: on the next pop-up screen for “Start a Team” – enter your Team Name and enter your Team’s Fundraising Goal (these can be changed later)
7. Click the purple button for “Complete Registration”
8. Chose a password so you can login to edit your team page later and click “Activate Account”
9. Click the purple “My Fundraising Dashboard” button to customize your page! (You will also receive a confirmation email with the direct link to your Fundraising Dashboard for future reference)

If you need any assistance with any of these steps or have questions, reach out to Carrie Neff at [neff@homestart.org](mailto:neff@homestart.org) or by phone at (857) 415-2242.

## Join the CHAF Campaign: How to Sign Up

### B. CUSTOMIZE YOUR PAGE

1. While logged in, from the Fundraising Dashboard, click the “Edit My Team Page” button from the left-side menu to add any custom content you would like (including your team’s logo, text, photos & links). Any of the sections (or “widgets”) with a settings gear at the top right can be either customized (click the settings gear for options) or hidden from your page (click the eye icon to hide)



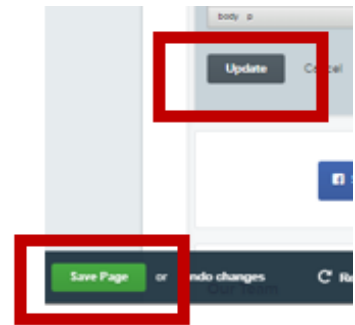
**\*\*\*To add photos** other than a team “profile image” – click into the gear icon of the “Add Custom Content Here!” section – then drag photos directly into that section for them to appear

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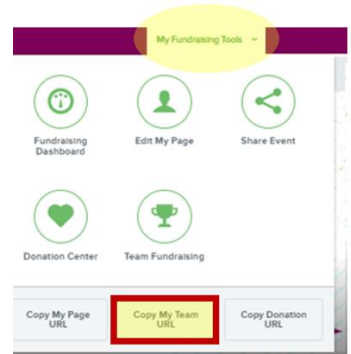
# Join the CHAF Campaign: How to Sign Up

## B. CUSTOMIZE YOUR PAGE (continued)

- Important note: after customizing each/any section, click BOTH the gray “update” button on that particular section, as well as the green “save page” button at the very bottom of the screen!



- Once your page is customized, you can share a link for this page with others to either join your team or to donate towards your team goal. While logged in, hover your mouse over the “My Fundraising Tools” menu option at the top of your page and click the option for “Copy My Page URL” or “Copy my Team URL” – this is the address for your team’s unique fundraising page – any donations made on your team page will count towards your team goal! As team captain, you will also have access to an individual page which you can customize if you want (your individual page’s donations will also count towards your team goal as well, or you can just ignore this function.)

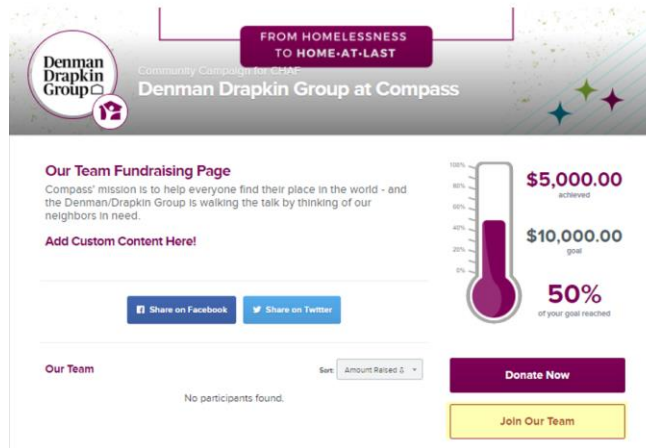


If you need any assistance with any of these steps or have questions, reach out to Carrie Neff at [neff@homestart.org](mailto:neff@homestart.org) or by phone at (857) 415-2242.

## Join the CHAF Campaign: Outreach

### C. INVITING OTHERS TO JOIN YOUR TEAM OR DONATE

Once you have your team URL copied (this is the address for your team’s unique fundraising page – see step B.3 on previous page), use this link to send to others who want to join your fundraising efforts and individually raise money towards your team goal. When a person clicks on your team link, they will land on your custom team page and can click the “Join Our Team” button below the thermometer and will then be prompted to fill out their own details and register under your team (any funds they raise will now count towards your team goal).



*Alternatively, multiple people in one office could just all use the team page’s URL to collect donations instead of joining the team as individuals.*

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## Fundraising: The Ask

Your fundraising dollars are making a difference to end homelessness.

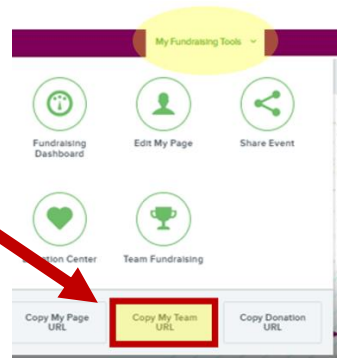
*“For more than 85% of charitable donations, people gave because someone asked them to.”*

(Bekkers and Wiepking, 2011)

### Copy your Page URL

My Fundraising Tools Drop-down >>  
Copy My Page URL

This is the specific link you can share with your friends and family in emails or social media posts to direct donors to your site.

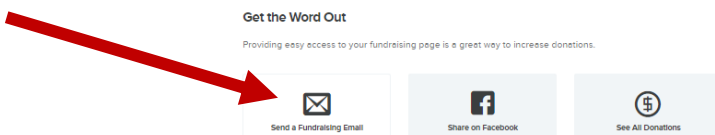


### Ask Everyone for Support!

**Make a list of people to ask-** your fundraising network is bigger than you think - include friends, family, colleagues, clients and professionals (your dog walker, your dentist’s office, etc.)

**Send individual fundraising emails-** Use HomeStart’s sample CHAF email template accessible through the Campaign, or on the following page, to start your draft, then add personal information!

My Fundraising Tools Drop-down >> Fundraising Dashboard >> (Get the Word Out) Send a Fundraising Email



**Follow Up -** Don’t let people off the hook with just one email - be sure to follow up with a reminder (after giving them at least a week to respond before you follow up) that you’re still raising money and need their help! Also follow-up with a thank you for those who donate - they are likely to remember this appreciation if you ask them again in the future!

**Double Your Impact by Identifying Potential Matching Gifts -** Many companies/organizations offer matching gifts - make sure to mention in your email that this is an option!

**Share your Participation with your Social Media networks**

My Fundraising Tools Drop-down >> Share Event



## Fundraising: The Ask (Sample Email)

Copy & Paste this email to personalize & send to your networks as after you register (just enter the info in red)!

Hello <insert name>!

Real estate agents from across the city are banding together to support HomeStart's Community Housing Assistance Fund (CHAF) – **an emergency assistance fund which serves as a guarantee that no financial hurdle stands between unhoused neighbors and moving into stable housing.** <Real Estate Agency/Group> is proud and excited to be part of this effort in 2022!

CHAF helps individuals and families who work with HomeStart to transition out of homelessness by providing them with the funds needed to secure an apartment: first and last month's rent, security deposits, moving costs, paying off utility debts. This vital emergency assistance fund has helped over 2,500 individuals and families on their way to stable housing. <optional: Insert any remarks about why this is important to you>

Help us reach our goal of <team goal> by donating to our team's fundraising page here before September 30<sup>th</sup>! <paste personal fundraising link here>

Thanks so much for your support,

<Your name>

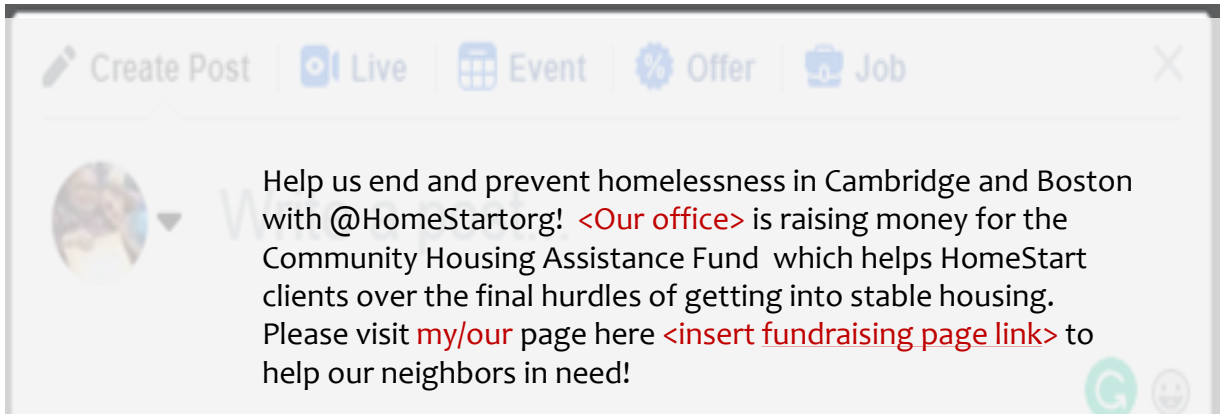
For more information about HomeStart, visit [www.homestart.org](http://www.homestart.org).

## Fundraising: The Ask (Sample Posts)

Copy & Paste these sample Social Media assets to your preferred social media account to let your networks know you're fundraising!



From your fundraising page, you can also click "Share Event" to publish your fundraising page directly onto Facebook or Twitter!



Copy and paste this image to attach to your post(s):

Help us reach our goal  
before September 30th!



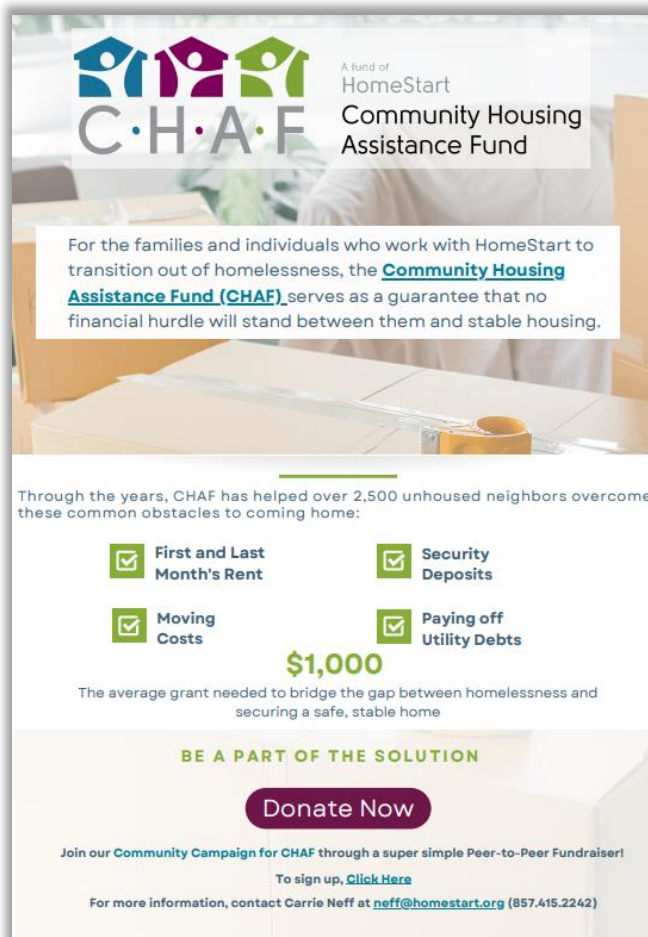
*CHAF is a restricted emergency assistance fund to help HomeStart's clients clear any final financial hurdles standing between homelessness and a place to live.*

Use this donation badge at the bottom of your email signature and link it to your fundraising page!



## Outreach: Sample Informational Flyer

Download our simple CHAF one-pager [HERE](#).



**C·H·A·F** A fund of HomeStart  
Community Housing Assistance Fund

For the families and individuals who work with HomeStart to transition out of homelessness, the [Community Housing Assistance Fund \(CHAF\)](#) serves as a guarantee that no financial hurdle will stand between them and stable housing.

Through the years, CHAF has helped over 2,500 unhoused neighbors overcome these common obstacles to coming home:

- First and Last Month's Rent
- Security Deposits
- Moving Costs
- Paying off Utility Debts

**\$1,000**

The average grant needed to bridge the gap between homelessness and securing a safe, stable home

**BE A PART OF THE SOLUTION**

[Donate Now](#)

Join our [Community Campaign for CHAF](#) through a super simple Peer-to-Peer Fundraiser!  
To sign up, [Click Here](#)

For more information, contact Carrie Neff at [neff@homestart.org](mailto:neff@homestart.org) (857.415.2242)