



House of Hope Fact Sheet



The House of Hope is Habitat for Humanity-La Crosse Area's signature fundraiser for the year. Last year, it raised **over \$25,000** through contributions from businesses, churches, organizations, and individuals.

How it works

- 2x4 boards are painted with the Event Sponsors' names on the edges of the boards.
- House of Hope boards are displayed at Board Sponsor locations throughout the community from June through early September (or upon request, at alternate times of the year), with a collection box, signage, and colored markers.
- Members, customers, and employees of the Board Sponsors are invited to support Habitat for Humanity-La Crosse Area by signing their name on the board and placing a donation in the collection box.
- The boards are used to build the Habitat for Humanity House of Hope Float for the Oktoberfest Maple Leaf and Torchlight parades.
- After the parades, Habitat volunteers dismantle the float and all the signed boards – and all of the money raised – will be used to build the 2009 House of Hope in partnership with a low-income family in need of a decent, affordable house.

How to become a Board Sponsor

- Fill out the enclosed reply card, and return it to Habitat for Humanity-La Crosse Area. There is **no minimum dollar commitment** to be a Regular Board Sponsor. If your organization would like to commit in advance to reaching a specific sponsorship level, your organization's name will be included in event publicity and promotion. (See the reverse side for details.)
- Please pick up your board beginning June 10, 2009 at the Habitat ReStore, 434 Third Street South in La Crosse. The Habitat ReStore is open Wednesday-Friday 10:00 a.m. until 6:00 p.m. and Saturdays 9:00 a.m. to 3:00 p.m. (Closed Sunday, Monday, Tuesday.)

You may return them the week of September 7th, which will give us enough time to build the float. However, if you'd like to hang on to it longer, that's OK – just let us know.

- Boards are approximately 8' long, and fit in many sedans, and all trucks, vans, and SUVs. We greatly appreciate it if you can make arrangements to have it picked up and delivered; however, if you are unable, let us know and we will arrange to have a volunteer do so.

Tips for Success!

- Place your board in a location where people can see it best. If the board is not getting signatures and donations, try a different location.
- **Businesses:** make sure all employees know about the board and what it's for. Talk about the board at meetings, in your newsletters, or in paycheck envelopes. We'd be happy to provide you with verbiage to use for internal promotion.
Churches: announce it in your bulletin. Recruit a board "champion" to talk about it during the announcements portion of the service, stand at the church entrances to encourage donations, or promote it during fellowship. This is a great activity for youth groups!
- Make sure there is room for signatures. If the board becomes full, turn it over. Check that the markers are available and that they haven't disappeared.
- If the collection box becomes full, either call us to come get it, empty the box and keep the cash in a secure place, or deposit the money and issue a check to Habitat for Humanity-La Crosse Area.
- This event is the most successful when we have the most businesses, churches, and other organizations participate. Please encourage your friends and colleagues to become House of Hope Board Sponsors!





Event Sponsor (\$2500)

- Name/Logo on large banners on Oktoberfest Float during Maple Leaf and Torchlight Parade.
- Name on all House of Hope boards and on all collection boxes that accompany the boards.
- Name/Logo and link on Habitat-La Crosse Area's Website.
- Name/Logo in Habitat Annual Report, Newsletter, News Releases.
- Name/Logo on Habitat letterhead and fax for the duration of the event.
- Name/Logo on signage in front of House of Hope during construction.

Home Builder (\$1000+)

- Name/Logo on signs on Oktoberfest Float during Maple Leaf and Torchlight Parade.
- Name on all collection boxes that accompany House of Hope boards.
- Name/Logo and link on Habitat-La Crosse Area's Website.
- Name/Logo in Habitat Annual Report, Newsletter, News Releases.
- Name/Logo on Habitat letterhead and fax for the duration of the event.
- Name/Logo on signage in front of House of Hope during construction.

Toolbelt Sponsor (\$500+)

- Name/Logo on signs on Oktoberfest Float for Maple Leaf and Torchlight Parade.
- Name on all collection boxes that accompany House of Hope boards.
- Name/Logo and link on Habitat-La Crosse Area's Website.
- Name/Logo in Habitat Annual Report, Newsletter, News Releases.
- Name on Habitat letterhead and fax for the duration of the event.
- Name on signage in front of House of Hope during construction.

Gold Sponsor (\$240+)

- 2x4 board to be displayed in your office.
- Name on the board in your office.
- Special recognition on Habitat Website, Annual Report, and Newsletter.

Board Sponsor (No Minimum Financial Commitment)

- 2x4 board to be displayed in your office.
- Name on the board in your office.
- Name on Habitat Website, Annual Report, and Newsletter.

For more information, contact Habitat for Humanity-La Crosse Area:

- Call 608-785-2373
- Visit www.habitatlacrosse.org
- Email hello@habitatlacrosse.org.