

# Building Communities... One Homeowner at a Time

A friend-raising & fund-raising campaign for the  
Hawaii HomeOwnership Center (HHOC)



## Ambassador Toolkit

Campaign Dates: 9/15-10/15  
(however campaigners can start today)

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# Our Fundraising Campaign's Mission and Values

## **What we're doing:**

We are launching our fundraising campaign, "Building Communities... One Homeowner at a Time." to raise awareness about HHOC and funds to support our programs:

- Initiatives include homeownership opportunities through our new non-profit affiliate, HHOC Housing and Land Trust. Funds will also support our Homeownership Preparation program which includes home buyer education, coaching, and post-purchase services. While we charge a \$60 lifetime membership fee per buying unit, it does not cover all of our costs to support all our members for life, help new buyers, & implement new initiatives to create homeownership opportunities.
- Our newest program of Foreclosure Prevention and Rental Counseling supports distressed renters and owners at no charge - providing review of a crisis budget, community resources, and developing an action plan to sustain housing. Self-help tools are also being developed for our website.

- We want this to be a positive campaign, with positive messages and personal testimonies.

## **• Brand Voice:**

- As many of you know, HHOC is an informal organization – we want to be approachable and positive, yet professional.
- Although we're informal, we ask that you don't swear in your posts related to us or our campaign. Thank you!

## **• Requirements about using our logo:**

- It's OK to use our logo with your posts about our campaign but please do not use it after the campaign is over.

# Information about HHOC & the Campaign

## **• Organization overview – handout available:**

- While each of you has a personal experience or connection with HHOC that we want you to share about, we also want to equip you with more information to talk about our organization or answer questions. A handout is available in this toolkit (last page) and on our website (click on the Fundraising Campaigners button on our home page).
- We've added some frequently asked questions on the last page to assist you in answering questions.

# Getting Started! – create your fundraising page & how to start a team

- **8 steps to starting & managing your fundraising page – including how to start a team & ask fellow HHOC supporters help you raise awareness & funds.**

1 Go to: <https://building-communities-one-homeowner-at-a-time-49571.causevox.com/> and click on the button "JOIN THE CAMPAIGN."



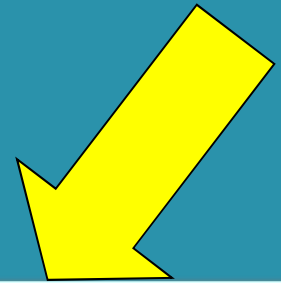
**Building Communities... One Homeowner at a Time!**  
by Hawaii HomeOwnership Center

0%

**\$0**  
OF \$51,000 RAISED

**37 DAYS**  
REMAINING

**0**  
DONORS

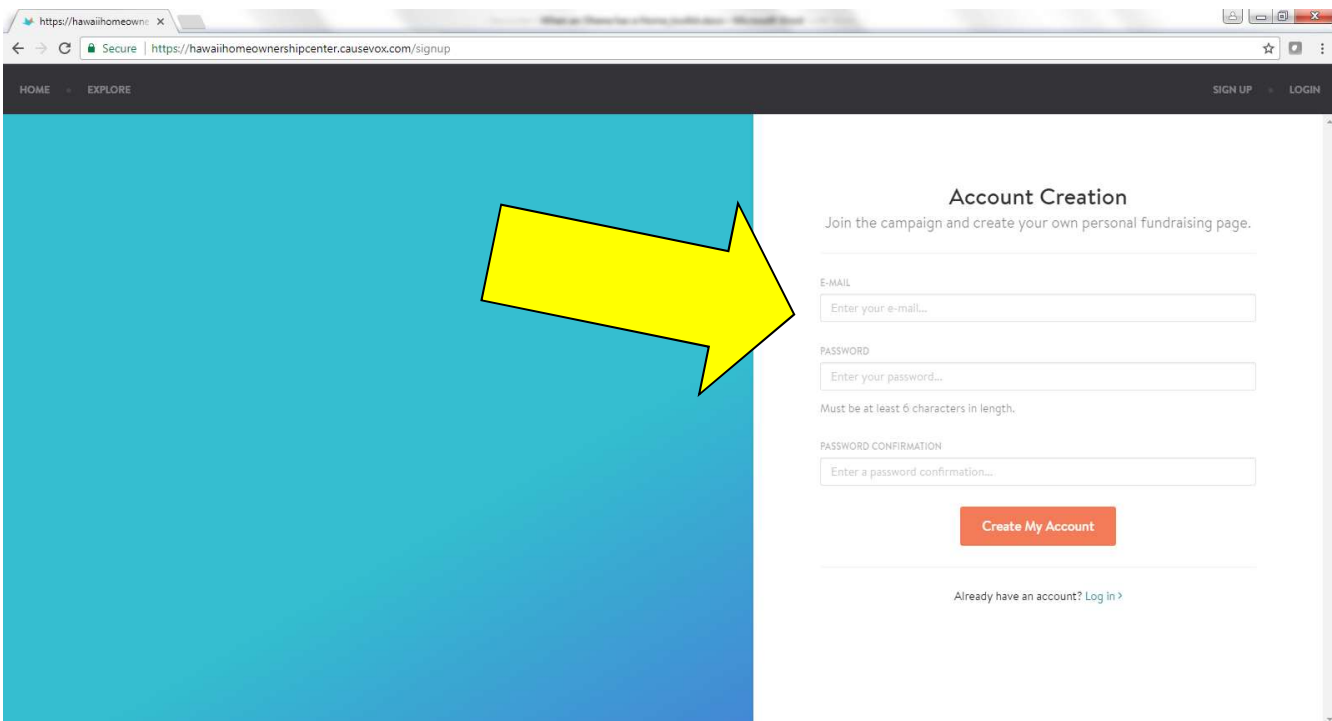


DONATE

JOIN THE CAMPAIGN

SHARE

Create your personal log in information with an email and password.



Account Creation

Join the campaign and create your own personal fundraising page.

E-MAIL  
Enter your e-mail...

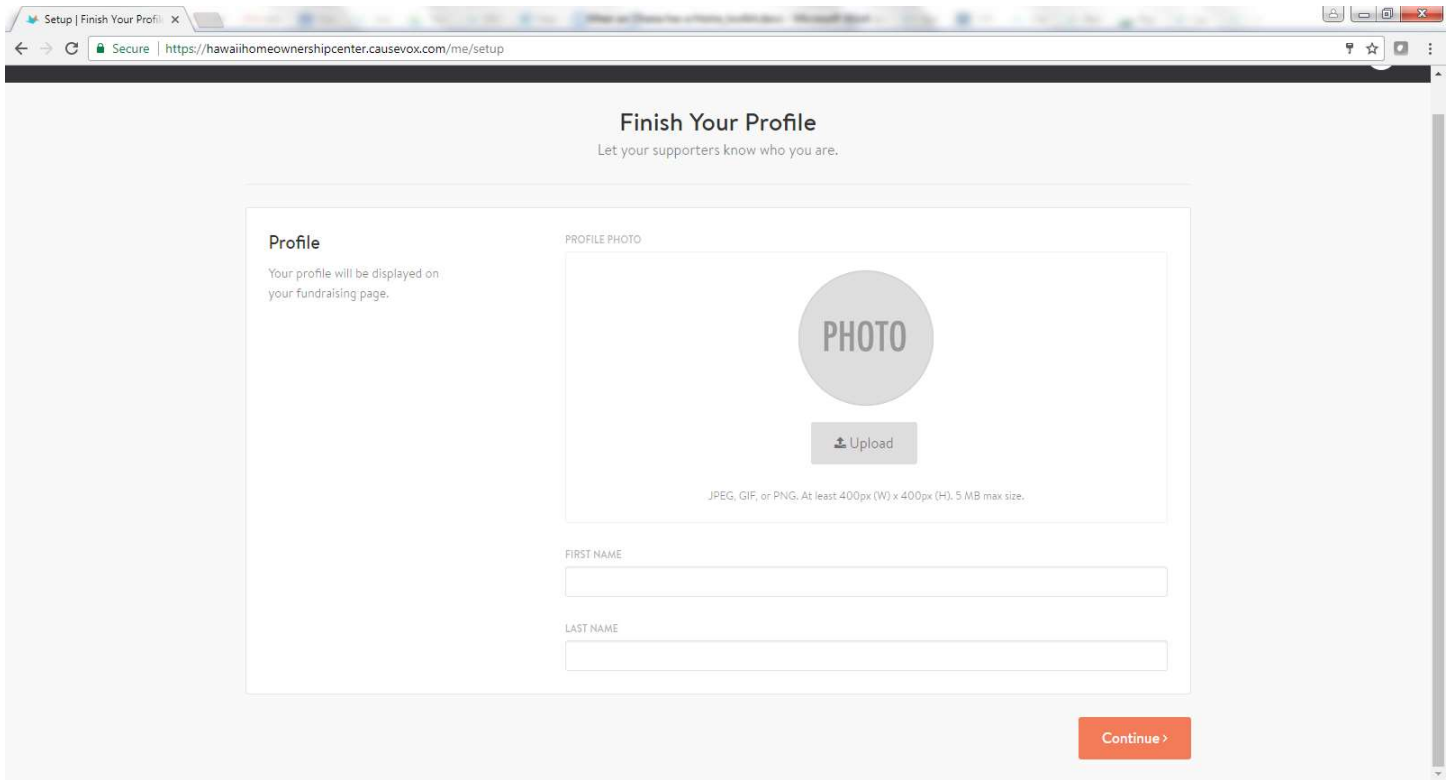
PASSWORD  
Enter your password...  
Must be at least 6 characters in length.

PASSWORD CONFIRMATION  
Enter a password confirmation...

Create My Account

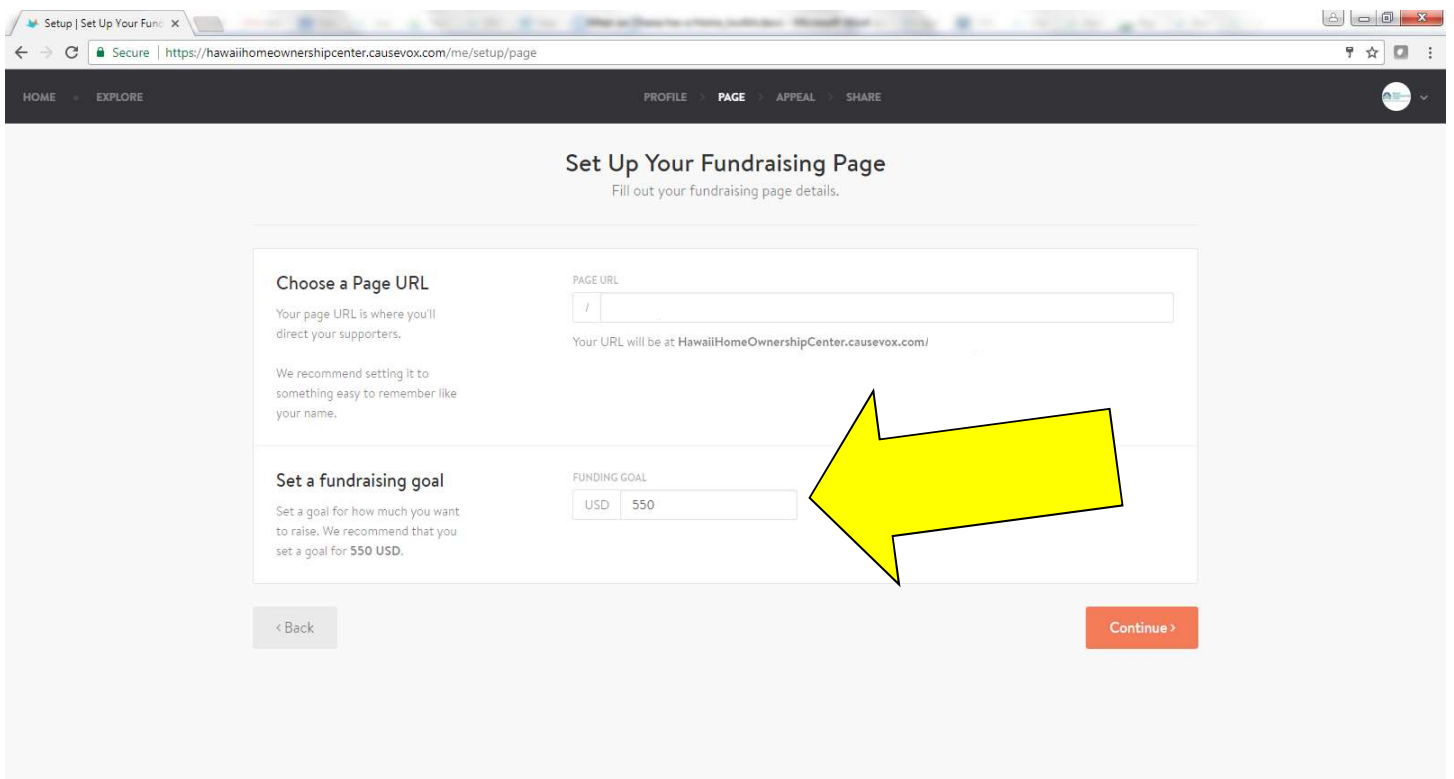
Already have an account? [Log In](#)

3 Start your profile with your name and photo.



You'll get a welcome email and a confirmation email about your profile being established.

**4** Set your fundraising goal & get your personal fundraising page URL.



5 Write your own fundraising appeal (or use/modify a template we provided for you).

## Write your fundraising appeal

Let your supporters know what motivates you to fundraise for this campaign. You can always change this later.

Heading 1    **B**    *I*    @    :≡    ☰    🖼️    📺    ↶    ↷

### I support the Hawaii HomeOwnership Center and hope you will too!

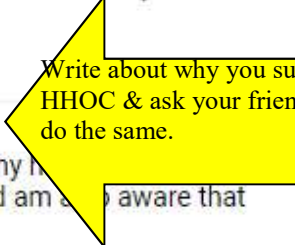
With COVID-19's arrival in our community, I have a heightened appreciation of my home and the security it provides for me and my family. I'm grateful to have a safe and stable home and am also aware that many in Hawaii don't share the same feeling of security as I do.

Hawaii HomeOwnership Center (HHOC) is a non-profit organization that started with a focus of providing information and support to first-time homebuyers. While Hawaii does have a high cost of housing and living, **HHOC has proven that even low-income buyers can achieve their dream of homeownership** through understanding the purchase process, learning about available buyer resources, and receiving coaching to achieve their goal. That matters to me as I have many friends and family whose lives can be changed by having a stable home of their own. Meet Pono (video below), a recent HHOC homeowner - I think her testimony reminds us why HHOC's programs matters.

**HHOC has started to offer Foreclosure Prevention and Rental Counseling in response to the pandemic as keeping our neighbors housed matters to the health of our communities.**

*The benefits of a safe, secure, and stable home environment are significant. Please join me in making a contribution to HHOC.*


*And please support HHOC by sharing this message with your friends and family. [Click here for more info on HHOC.](#)*



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Let your friends & family know you're fundraising for HHOC by email, Facebook, etc.


×








### Share Page

Share this page by copying the link below or sharing on social media.

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families-need-a-home-safety-security-stability-74983.cau



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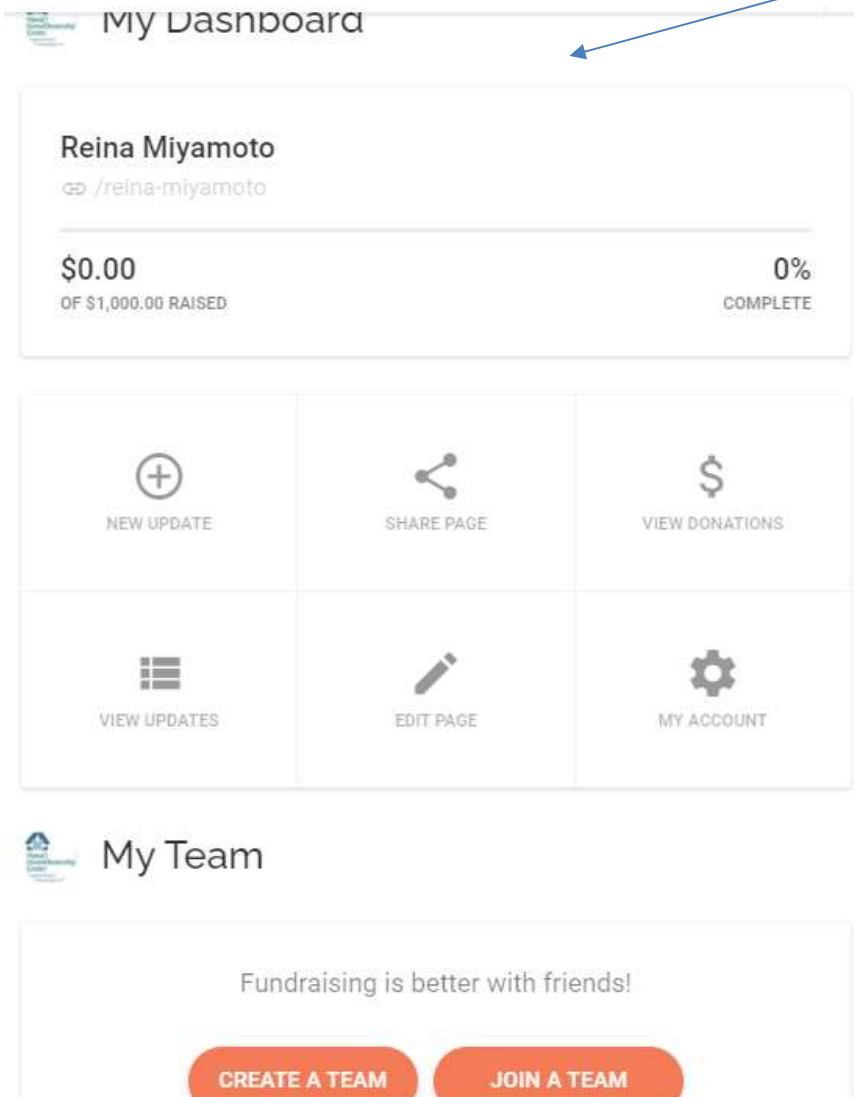
7

EDIT YOUR PAGE OR ACCESS YOUR DASHBOARD (New updates, share page, view donations, view updates, manage your account)



Click on EDIT PAGE

Or click on this button to access your DASHBOARD



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**LEAD A TEAM OF FUNDRAISERS OR JOIN A TEAM** who believe in HHOC like you do. To JOIN A TEAM, you'll need to know the team name.

This is your fundraising page. [Edit Page](#)

My Dashboard

Reina Miyamoto  
/reina-miyamoto

\$0.00 OF \$1,000.00 RAISED 0% COMPLETE

NEW UPDATE SHARE PAGE VIEW DONATIONS

VIEW UPDATES EDIT PAGE MY ACCOUNT

My Team

Fundraising is better with friends!

CREATE A TEAM JOIN A TEAM

Click on this button to access your DASHBOARD

Click on CREATE A TEAM or JOIN A TEAM

**“Stuff” to help you thank those that make a gift to HHOC**

- Every person that makes a donation will receive a receipt for their tax-deductible gift and a personal acknowledgement by email or mail. However, if you want to send an additional thank you by email or Facebook, we want to provide you support for that too.

You can find the following at <https://www.hihomeownership.org/fundraising>



- A certificate of appreciation for donors you can send by email.
- Acknowledgement you can use in a Facebook post.
- Facebook cover and post to announce your participation in our campaign – please add in a link to your personal fundraising page & personal message.

## **Hashtags for your social media posts about the campaign**

- Please consider using any/all of the hashtags below for your posts during the campaign: #hihomeownership, #hhoc

## **Frequently Asked Questions (FAQs) about HHOC & the campaign**

- *Which islands does HHOC serve?* We have members statewide. Live classes are offered by webinar and personalized coaching is provided by phone or Zoom. Online post-purchase workshops are available for members. The headquarters is in Honolulu and there is a satellite office in Kona.
- *How old is the organization?* HHOC opened its doors in October 2003 – it is almost 18 years old.
- *How long is the campaign running?* 9/15-10/15. However, campaigners can get started today. Our site on CauseVox is live – instructions to make your own page or recruit a team are in the toolkit. CauseVox is the third party we selected to use for our fundraising campaign.
- *Does HHOC offer mortgages?* No – however, it has helped to raise money to offer down payment assistance loans and start its affiliate, HHOC Mortgage which is a non-profit mortgage broker that does offer mortgages. HHOC Mortgage is the entity that makes the Down Payment Assistance products available to its borrowers.
- *Does HHOC refer their members to HHOC Mortgage?* No – as a HUD approved counseling agency, we cannot refer anyone to a specific lender, real estate professional, etc. Our classes and coaching teaches our members about shopping for a loan from which ever provider they choose. We recommend every buyer shop their loan with 4 professionals, however if we meet a buyer that has already made a selection of a loan officer, we honor the relationship. We also provide information to our members regarding homeownership resources that may help them in the process (i.e. Mortgage Credit Certificate). Our members get their financing from a variety of banks, credit unions, mortgage brokers.
- *How is HHOC linked to HHOC Mortgage and the HHOC Housing & Land Trust?* Each entity is a separate non-profit organization. HHOC’s board of directors helped to form the other 2 organizations and they are affiliated with HHOC.
- *How will the funds raised be used?* 100% of funds raised will be used for HHOC operational and program costs. HHOC Housing & Land Trust is currently considered as a HHOC program as it is still a fledgling organization and not yet self-sufficient.
- *Are donations to HHOC tax-deductible?* Yes! The Hawaii HomeOwnership Center is a “charitable organization,” as defined in Section 467B-1 in the Hawaii Revised Statutes, and is a “tax-exempt organization” under Section 501(c) (3) of the U.S. Internal Revenue Code.

- *I made a donation by check or credit card earlier this year - can it be reflected on my donation page for the campaign?* Yes! - thank you for your contribution. Let Reina know that you'd like your previous donation submitted reflected on your donation page and she will add it as an "offline donation." Contact Reina at [reina@hihomeownership.org](mailto:reina@hihomeownership.org)