

# HOST A BENEFIT EVENT

## BECAUSE YOU CAN MAKE A DIFFERENCE

By hosting a benefit event, **YOU** can be a part of Habitat for Humanity Saint Louis' innovative solution to build homes, build hope, and build St. Louis!



### What exactly is a benefit event?

- A benefit event or third party event is when a business/organization or individual plans and hosts a fundraiser in support of Habitat for Humanity Saint Louis.

### What events have been done in the past?

- Organizational Give Back Nights
- Ticketed food and drink soirees
- Coupon / discount codes for local restaurants
- Sporting tournaments
- Happy hours
- 5Ks, yard sales, car washes, lemonade stands
- Auctions, 50/50 raffles



**Habitat**  
for Humanity®  
Saint Louis



# What can you expect to receive if you host an event?

- Marketing materials / support while working with Habitat Saint Louis
- The opportunity to partner with a well-known and respected local non-profit
- An opportunity to participate in a fun team-building activity with your co-workers, friends, or classmates as you plan the event.
- The knowledge that the funds you raised stay here in St. Louis to support local residents.

# How will Habitat Saint Louis promote your benefit event?

- We would be pleased to market your benefit event through a variety of means. You can expect your event to be advertised on our online events calendar, on social media (Facebook, Instagram and Twitter), and mentioned in our e-newsletters which are sent to more than 15,000 people.

# What happens when the event is over?

- Our Community Engagement Coordinator will follow up with you to debrief regarding the event. We would love to hear about any successes or challenges you encountered.
- Proceeds from the event should be submitted to Habitat Saint Louis within 30 days after the event.
- Donations are tax deductible according to current IRS standards.

# Ready to get started?

- Great! Send a detailed email with your ideas to Marketing and Community Outreach Manger, Amy Determan, at [amy@habitatstl.org](mailto:amy@habitatstl.org) or call 314-371-0400.



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