

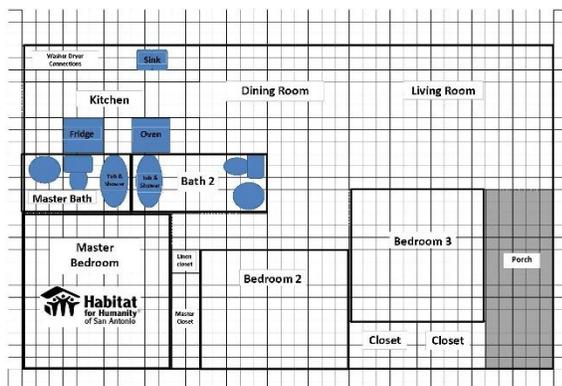
## A Guide to a Square Foot Campaign

**How to Use:** This is a simple, effective and easy fundraising campaign. It allows people in your congregation to sponsor a square foot of a Habitat home with their donation and color in a square foot on the floor plan. You can visually see the progress toward your goal! It can be used for small projects or full sponsorships. It has a lot of flexibility in how much planning and tracking you want to do. If you choose, the purchaser can receive a [square foot certificate](#) or [gift card](#) to keep or pass on as a gift (great for Father's Day, Mother's Day, or Christmas). I can help you personalize this campaign and visit your congregation to say a few words to encourage your congregation on the day of your campaign.

It works like this.

- **Print out** a large image of the [Habitat Square Foot Floor Plan](#) to display. This is a floor plan of a 3 bedroom Habitat home broken up into 1,000 squares, each representing approximately 1 square foot of a 3 bedroom home. (Actual square footage is 1,046)
- **Set a suggested donation price** for each square foot depending on your fundraising goal. (\$10-\$50 per square foot is a good estimate) Decide if donations will be collected after the services at the table or through a special offering.
- **Publish information** in your congregation's monthly newsletters, online calendars, weekly bulletins, and web pages to let everyone know about this giving opportunity. Check out these ready to publish [Marketing and Outreach Resources](#). A Square foot Campaign Timeline can help you stay on track. Habitat's Faith Relations Associate can help personalize these resources to meet the specific needs of your congregation and work with you to make a plan of action and set a goal.
- If possible, **set up a table** with a couple of volunteers in your congregation's gathering area two or more weeks before the special offering or during the collection period so donors can color in or sign their names in the squares they are sponsoring or will sponsor. A [Square Foot Table Checklist](#) is provided to help. You can also print out [cards](#), [certificates](#), and even [coloring sheets](#) for donors to give to explain their gift. Additionally, resources are available like photos, flyers, and brochures that share about the ministry of Habitat and how the donation will be used to help empower hardworking families through our homeownership program.

**For More Resources** including adult and youth bible studies, prayers, VBS programs and more, please check out our web page at [www.HabitatSA.org/learn/resource-center/](http://www.HabitatSA.org/learn/resource-center/) or contact Trisch Moy at [FaithRelations@HabitatSA.org](mailto:FaithRelations@HabitatSA.org) or call 210-223-5203 x 148




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Sponsor a square foot of a  
Habitat home to help  
empower a family in need!