



Messaging Guide

The resources in this guide are designed to help you promote your Athletes Build fundraiser and connect with your community. Whether you're sharing on social media, sending an email, or adding information to a newsletter, use this copy as a starting point and make it your own.

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Before You Begin:

Make It Your Own

The most effective fundraising messages are personal. Use the copy in this guide as **inspiration**, then customize it by sharing why you're participating in Athletes Build and what this experience means to you.

Feel free to replace references like **"our team"** with language that best reflects your participation, such as **"our school," "our club," "our organization," "our band,"** or **"I,"** depending on what feels most authentic to you.

Your voice is one of your greatest fundraising tools.

Pair Your Message with an Image or Video

Photos and short videos help people connect with your story. Consider sharing images of your team, club, or organization, fundraising updates, or your Build Day experience. Looking for ideas? Visit the **Reels & Video Tips** section of the Athletes Build Resource Center for conversation starters, sample scripts, and simple tips to help you get started.

Include Your Fundraising Link

Make it easy for people to support your fundraiser.

- **Instagram:** Add your fundraising link to your bio and direct people there by including "Link in bio" in your caption.
- **Where links are supported:** Include your fundraising link directly in your post whenever possible.
- **Emails & Newsletters:** Add your fundraising link with a clear call to action.

Tag & Share

Help us celebrate your impact by tagging **Memphis Habitat** and **Varsity Spirit** whenever possible and using **#AthletesBuildMemphis**. We'd love to feature your photos, videos, and fundraising updates throughout the campaign!

Instagram: @MemphisHabitat | @VarsitySpirit

Facebook Pages: Habitat for Humanity of Greater Memphis | Varsity Spirit

Social Media Captions

Announcement:

We're excited to be participating in Athletes Build and competing for a cause!

Together, we're raising funds to help more local families achieve safe, affordable homeownership through Habitat for Humanity of Greater Memphis. We'd love your support as we work toward our fundraising goal.

Support our fundraiser: [Fundraising Link]

#AthletesBuildMemphis @memphishabitat @varsityspirit

Why We're Participating:

Everyone deserves a safe place to call home. That's why we're participating in Athletes Build.

Together, we're helping Habitat for Humanity of Greater Memphis build homes and create brighter futures for local families.

Join us by supporting our fundraiser!

[Fundraising Link]

#AthletesBuildMemphis @memphishabitat @varsityspirit

Help us Reach our Goal:

We're working toward our Athletes Build fundraising goal, and we need your help!

Every gift, no matter the amount, brings us one step closer to our goal while helping Habitat for Humanity of Greater Memphis serve more local families.

Thank you for supporting our team!

Donate here: [Fundraising Link]

#AthletesBuildMemphis @memphishabitat @varsityspirit

Fundraising Update:

We're making great progress thanks to your generosity!

Every donation helps us get closer to our goal while supporting Habitat for Humanity of Greater Memphis and helping local families achieve safe, affordable homeownership.

If you'd like to help us finish strong, we'd be grateful for your support.

[Fundraising Link]

#AthletesBuildMemphis @memphishabitat @varsityspirit

Final Push

We're almost there!

Our Athletes Build fundraiser is coming to a close, and every donation helps us finish strong.

If you've been thinking about supporting our team, now is a great time. Thank you for helping us make a lasting impact!

[Fundraising Link]

#AthletesBuildMemphis @memphishabitat @varsityspirit

Build Day

Today was an opportunity to turn teamwork into community impact. Thank you to everyone who supported our Athletes Build fundraiser and helped make this experience possible.

Because of your generosity, we're helping Habitat for Humanity of Greater Memphis build homes, strengthen communities, and create opportunities for local families.

#AthletesBuildMemphis @memphishabitat @varsityspirit

Thank you

Thank you for supporting our Athletes Build fundraiser!

Because of your generosity, we're helping Habitat for Humanity of Greater Memphis build homes, strengthen communities, and create opportunities for local families.

We appreciate every donation, every share, and every word of encouragement.

#AthletesBuildMemphis @memphishabitat @varsityspirit

Challenge Another Team

We've accepted the Athletes Build challenge...now it's your turn!

We're challenging **[School, Team, Club, or Organization]** to compete for a cause. Together, we can turn teamwork into community impact.

Ready to accept the challenge?

#AthletesBuildMemphis @memphishabitat @varsityspirit

Newsletter/Website Copy

Help Us Build Something Bigger

Our team is participating in **Athletes Build**, a fundraising initiative hosted by Habitat for Humanity of Greater Memphis and powered by Varsity Spirit.

Together, we're raising funds to help local families achieve safe, affordable homeownership while making a lasting impact in our community. Every donation brings us one step closer to our goal and helps more families build a brighter future.

We invite you to support our fundraiser.

Learn more or donate: [Fundraising Link]

Personal Email

Subject: Support My Athletes Build Fundraiser

Hi [Name],

I'm participating in **Athletes Build**, a fundraising initiative hosted by Habitat for Humanity of Greater Memphis and powered by Varsity Spirit.

I'm raising funds to help local families achieve safe, affordable homeownership while making a lasting impact in our community. Every donation helps Memphis Habitat build homes, strengthen communities, and create opportunities for local families.

If you're able, I'd be grateful if you would consider supporting my fundraiser. Every gift, no matter the amount, helps me get one step closer to my goal and makes a real difference for families in our community.

Thank you for your support and encouragement. It truly means a lot!

Support my fundraiser: [Fundraising Link]

Ready-to-Use Scripts

Script 1: Why We're Building

"Hi! We're [school, team, club, or organization], and we're participating in Athletes Build to help Habitat for Humanity of Greater Memphis (Memphis Habitat) partner with local families on their journey to safe, affordable homeownership. We'd love your support as we work toward our fundraising goal. Every donation makes a difference!"

Script 2: What Home Means to Me

"Home means _____ to me. That's one of the reasons I'm participating in Athletes Build. Together with Memphis Habitat, we're helping more local families achieve safe, affordable homeownership. If you'd like to support our team, you can donate using the link in our bio."

Script 3: Help Us Reach Our Goal

"We're working hard to reach our Athletes Build fundraising goal, and we need your help! Every donation, no matter the amount, helps Memphis Habitat build homes and expand access to safe, affordable homeownership. Thank you for supporting our team!"

Script 4: Challenge Another School (Tag the school, team, club, organization, or individual you're challenging.)

"We've accepted the Athletes Build challenge...now we're passing it on! We're challenging [school, team, club, or organization] to compete for a cause. We're raising funds to help Memphis Habitat partner with local families as they work toward safe, affordable homeownership. Will you accept the challenge?"

Script 5: Build Day

"Today was Build Day! Thank you to everyone who supported our fundraising efforts. Because of your generosity, we're helping Memphis Habitat partner with local families to achieve safe, affordable homeownership. Because everyone in the 901 deserves a place to call home."