



WELCOME TO HOMES FOR GOOD

This letter marks the start of an exciting partnership. We can't wait to share your story and help raise awareness and money for your cause!

Enclosed, you will find more information on next steps, along with promotional templates and content you can customize to spread the word and drive participation. If you have questions at any point, don't hesitate to reach out to me.

We're honored to feature your organization and look forward to supporting the good you're already doing in the community.



The Giving Continues 3% matters!

In addition to donating during your sponsorship period, Homes for Good Founder Tim McBride continues giving back by donating 3% of any referral transactions to your organization.

NEXT STEPS

1. Provide promotional materials

Please email the following items to Tim@JamesWexlerRealty.com:

- Your logo
(Vector-based EPS file preferred. Outlined .AI and vector-based PDF files are also accepted.)
- Your social media handles
- Any promotional images, marketing materials, or other "swag" we can distribute on your behalf at open houses
(Contact Tim to arrange drop-off.)

2. Watch your name in the spotlight

During your sponsorship quarter, your organization will be featured on:

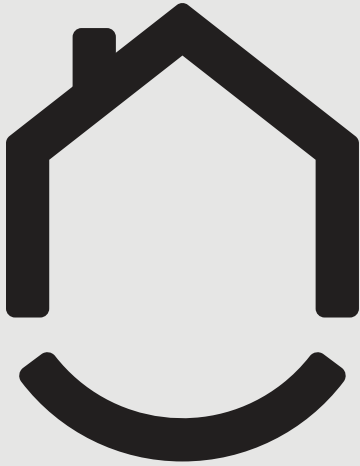
- HomesForGoodAZ.com
- Homes for Good email newsletters
- Homes for Good social media channels
- Custom videos on YouTube and our website
- Our media partner's website, FabulousArizona.com
- Organic recognition from over 13,000 Homes for Good followers and supporters
- Potential appearance on the founder's TV Show, American Dream

3. Help spread the word

To maximize awareness and donations, promote your involvement with Homes for Good on your social media, email newsletters, and other marketing channels. We have provided a few templates you can customize with your name, logo, and other details before sharing online.

4. Receive donations

At the end of the quarter, we will make a donation to your organization, adding to the increased reach and awareness you experience all quarter.



SAMPLE CONTENT FOR SOCIAL MEDIA AND NEWSLETTERS

To maximize awareness and donations, use these templates to promote your involvement with Homes for Good on your social media and email newsletters.

LONG-FORM SOCIAL MEDIA PLATFORMS (Facebook, Instagram, etc.)

We're excited to announce that **[Insert Organization Name]** has been selected as the @HomesForGoodAZ Non-Profit of the Quarter from **[Insert Timeframe (e.g., April - June 2019)]!**

Homes for Good uses real estate to raise awareness and money for local non-profits, and we're honored to be featured this quarter. Our goal is to **[Insert Goal]**, and you can help us reach it.

Visit **HomesForGoodAZ.com** to see how you can lend your support!

SHORT-FORM SOCIAL MEDIA PLATFORMS (e.g., Twitter)

Excited to announce we've been selected as the @HomesForGoodAZ Non-Profit of the Quarter! Our goal is to **[Insert Goal]**, & you can help us reach it. Visit **HomesForGoodAZ.com** to see how you can lend your support!

NEWSLETTERS

Headline: **[Organization Name]** Featured as the Homes for Good Non-Profit of the Quarter

Body: We're excited to announce that **[Insert Organization Name]** has been selected as the Homes for Good Non-Profit of the Quarter for **[Insert Timeframe (e.g., April - June 2019)]!**

Homes for Good uses real estate to raise awareness and money for local non-profits, and we're honored to be featured this quarter. Our goal is to **[Insert Goal]**, and you can help us reach it.

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