

HOMES FOR HOPE



The Homes for Hope Process



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FOR HOPE

Building locally to end poverty globally
www.homes4hope.org

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INTRODUCTION AND OVERVIEW:

Homes for Hope (H4H) is a 501(c)(3) non-profit that provides the opportunity for builders, their trade partners, and other building industry stakeholders to collaboratively build a Home for Hope. The sale of the resulting Home for Hope gives entrepreneurs the opportunity to break the cycle of poverty by providing microloans that can be used to launch or grow a business. As income increases, these entrepreneurs can consistently provide food, education, shelter, and healthcare for their families.

The H4H process creates a unique opportunity for builders and their trade partners to do something extraordinary by doing what they do best—building a house! The result: a rewarding project and maximum revenue to help eradicate poverty in the lives of thousands around the world through the mission of HOPE International.

The builder and his trade partners—subcontractors, suppliers, and consultants—donate all or part of the costs associated with the construction of the Home for Hope. The overriding purpose of this process is to leverage in-kind donations, optimizing results for the builder, their trade partners, and Homes for Hope.

“We invite you to join the Homes for Hope team...and help change the world!”

Jack Nulty, Executive Director

THE STEP-BY-STEP H4H PROCESS:

❑ 1. The Builder Captain and his leadership team:

The team commits to building a Home for Hope and identifies a financial net revenue goal.

❑ 2. Meeting with a builder team:

The Homes for Hope representative meets with the builder's senior leadership team, including the VP of purchasing, VP of construction, and the VP of sales and marketing, to define the H4H process.

❑ 3. Conference call with previous H4H builders:

H4H coordinates a conference call with the new H4H builder and two to three previous H4H builders to glean the best practices and answer any builder-to-builder questions before the project begins.

❑ 4. Lot and model selection:

The Builder Captain selects a lot and model. If available, utilizing a free lot can maximize the net revenue to Homes for Hope.

❑ 5. Key Trades recruitment:

The VP of purchasing secures full participation commitments as Sponsors from three to five key trade partners prior to the trade partner meeting. Key Trade Sponsors serve as catalysts to help secure as many Sponsors as possible. The H4H Builder Captain should also secure commitments from other major project contributors, including direct contact with major manufacturers (as appropriate).

6. Preparing for the trade partner meeting:

- An invitation letter and/or email, which includes links to the HOPE International website and the H4H website and video, is sent to all trade partners with R.S.V.P. instructions. The letter should be signed by a builder rep with a strong connection to the trades. (Contact the H4H office for a sample letter.)
- Other stakeholders are also invited to the trade partner meeting at the discretion of the Builder Captain (the invitation letter is also sent to all stakeholders who are invited). A member of the local homebuilders association can also be invited to the trade partner meeting.
- The invitation letter includes a pledge form with check off boxes for Sponsor (providing a 100% contribution), Participant (providing a partial contribution), and None.
- The builder's senior team follows up with phone calls to each trade partner to ensure maximum participation at the trade partner meeting.
- The builder may also ask his bank to contribute to the Homes for Hope project by providing a 0% construction loan.
- A local H4H bank account may be set up by the Builder Captain and H4H in order to solicit donations from all other stakeholders (designers, bankers, title companies, etc.) who want to participate but are not directly involved in providing labor, materials, or services for the H4H project (an H4H representative will coordinate this process with the Builder Captain).

7. Trade partner meeting:

- ❑ The Builder Captain hosts the trade partner meeting.
- ❑ The meeting lasts no longer than 60 minutes and usually includes a breakfast or lunch, presentation, Q&A session, and concluding remarks.
- ❑ The Builder Captain explains the nature and level of his company's commitment in order to establish a "high bar" for commitment on the part of the trades.
- ❑ An H4H representative presents the H4H/HOPE vision and mission. Whenever possible, have someone from the builder company share a personal experience regarding international poverty.
- ❑ Several Key Trades who have pre-committed to be Sponsors express their total commitment to the project to help build the momentum to encourage others to also become full participation Sponsors. (Very important!)
- ❑ The VP of purchasing or construction announces the site location and model, including options, that will become the Home for Hope.
- ❑ The Builder Captain closes the meeting with an appeal for trades to sign up as part of the team to build the Home for Hope – to help alleviate world poverty.
- ❑ All no-shows receive a phone call from a senior leadership member to recap the meeting and to solicit participation on the H4H project.
- ❑ The Builder Captain sends a "thank you" letter or a "sorry we missed you" letter to his trade partners, which includes a pledge form on the bottom of the letter along with a self-addressed, stamped envelope.
- ❑ The Builder Captain also gives opportunity for Builder Captain Team involvement.

8. Groundbreaking: This process is customized by each H4H builder.

- ❑ Prior to the groundbreaking, H4H provides the Builder Captain with a site sign template in order to have a sign prepared for the day of the groundbreaking.
- ❑ Several weeks prior to the groundbreaking, the Builder Captain's sales and marketing team makes contact with the local media to secure coverage of the groundbreaking event. H4H provides a press release template.
- ❑ The H4H representative works with the Builder Captain to develop an appropriate agenda for the groundbreaking ceremony.
- ❑ The Builder Captain provides a piece of heavy equipment (e.g., backhoe, etc.) to serve as a backdrop for photos of the groundbreaking.
- ❑ Two to three weeks prior to the groundbreaking, invitations are mailed by the Builder Captain to trade partners, stakeholders, members of the building industry association, members of the local media, and city officials.
- ❑ Homes for Hope coordinates with the local media to help tell the H4H/HOPE International story in the local community.
- ❑ The Builder Captain and H4H follow up to obtain copies of local media coverage.



9. Marketing and selling the Home for Hope: Get out of the box with fresh ideas!

- ❑ How to optimize the sales price of a Home for Hope:
 - 1) Add options that have the highest perceived value.
 - 2) Sell the “goodness” and prestige of owning a Home for Hope.
 - 3) Market it (if possible) during the builder’s primary selling season.
 - 4) Use testimonials of past Homes for Hope buyers.
- ❑ Solicit marketing partners to make a monetary contribution if they do not or cannot provide services or materials.
- ❑ Get ad and PR agency sponsorships to create ads, write stories, and place ads.
- ❑ Work with local media—print, TV, radio, internet, billboards, etc.—to help promote the Homes for Hope project and to place ads for free.
- ❑ The builder can also use social media efforts (blogs, Facebook, Twitter, LinkedIn, etc.) to help promote the H4H project.
- ❑ Attempt to get the mortgage company to waive closing costs and/or to buy down the rate.
- ❑ If the Home for Hope is a presale, marketing of the Home for Hope can start well before the commencement of construction. The Builder Captain’s sales and marketing department develops personal appeal language based on the H4H/HOPE mission (e.g., higher than market value, helping those in need, etc.).
- ❑ If the home is not a presale, then the marketing effort should start close to the commencement of construction. The sales and marketing team should again use personal appeal language in marketing and selling the home.
- ❑ The Builder Captain may also work with his local homebuilding association to help promote the sale of the Home for Hope project.

10. Dedication of the H4H project:

- ❑ Two weeks prior to the dedication event, H4H works with the Builder Captain to secure media participation in the H4H dedication event.
- ❑ Invitees to the event include: trade partners, public officials, homebuilding association representatives, the general public, residents in the neighborhood, and, if possible, the new homeowner.
- ❑ A lunchtime event has proven most effective for this event — e.g., 11:30 a.m. – 1:00 p.m.
- ❑ An agenda is prepared for the event, which includes a speaker from the following groups: Builder Captain, trade partners, public officials, HBA officials, business community (as appropriate), a HOPE and/or H4H representative, and the new homeowner whenever possible.
- ❑ H4H can emcee the event if the Builder Captain so wishes or assume a support role to help make sure the event is a success.
- ❑ H4H works with the Builder Captain to place stories in local media and secure copies of any stories that are published.
- ❑ Tax deductions for contributions to the H4H project: Donations of labor, materials and services may be tax deduction according to current tax law. Contact Homes for Hope for clarification.

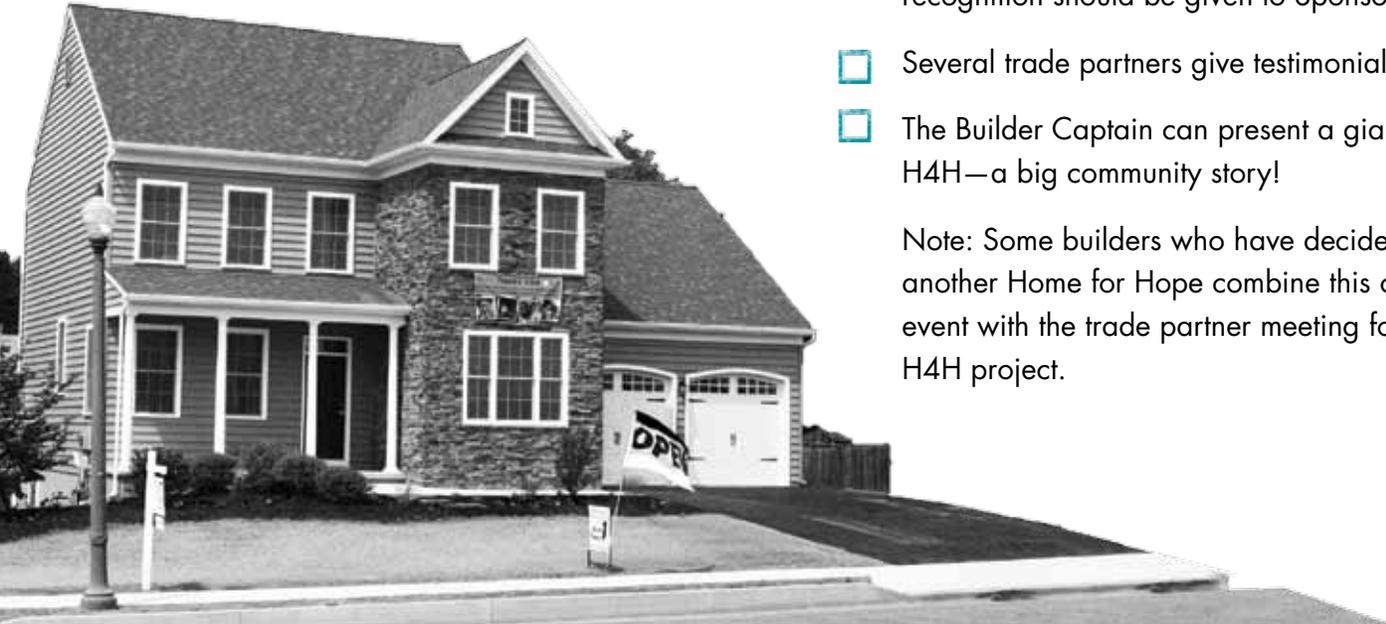


11. Celebration/recognition event:

The celebratory event may be combined with the dedication outlined in #10.

- The Builder Captain hosts a celebration/recognition breakfast or luncheon.
- H4H representative thanks the Builder Captain, trade partners, and stakeholders.
- The Builder Captain announces the revenue generated from the project and translates that into the lives impacted through the HOPE mission.
- The Builder Captain and VP of purchasing hand out plaques to participating trades. Special recognition should be given to Sponsors.
- Several trade partners give testimonials.
- The Builder Captain can present a giant check to H4H—a big community story!

Note: Some builders who have decided to build another Home for Hope combine this celebration event with the trade partner meeting for the next H4H project.



Summary and Conclusion

Homes for Hope is developing a team of visionary builders and trade partners who want to bring hope to a world in need. Through the generosity of the building industry, Homes for Hope and HOPE International impact the quality of life for hundreds of thousands of entrepreneurs around the world, helping them eliminate the ravages of poverty and provide opportunities for their families and communities. The leveraging of the funds raised maximizes the number of people who can find hope for new lives—over 2,500,000 to date.

For more information or to learn how you can be a part of this team,
email Jack Nulty at jnulty@homes4hope.org.

We also encourage you to visit the H4H website at www.homes4hope.org.



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