



Home is the Key – FAQs

Question: What is “Home is the Key”?

Answer: Home is the Key is the name of the brand-building campaign that Habitat for Humanity International launched in April 2017 — the first campaign of this scale in Habitat’s 42-year history. It is an annual, holistic, multichannel marketing campaign unified around a single theme. The goal is to shine a national spotlight on Habitat for Humanity and to make April synonymous with the need for decent, affordable shelter. All of Habitat for Humanity International’s marketing and communications channels will be leveraged to share the campaign message and engage people to learn more about Habitat’s work, get involved, and donate to the mission. Throughout April, Habitat and its partners will focus on the fundamental housing issues in the United States, calling national attention to the need for affordable housing and raising funds to drive lasting change. The campaign will profile Habitat’s strategies to help improve communities and will highlight the important role of homeownership in helping families achieve strength, stability and self-reliance.

Q: When will Home is the Key be in-market?

A: Home is the Key is exclusive to the month of April.

Q: Why April?

A: April is the perfect month to feature shelter. This is a seasonal window when consumers are focused on improving their homes. From spring cleaning to sprucing up homes for spring and summer; the concept of ‘home’ is top of mind for consumers during this month. For Habitat for Humanity, spring brings volunteers out in full force to help homeowners across the U.S. build, rehabilitate or repair their homes.

Q: Why did Habitat introduce this campaign?

A: As a way to leverage the momentum from a 2016 Habitat brand refresh, we launched this new campaign to reach more people with our message and increase relevance and further understanding of the critical role Habitat plays in helping families gain strength, stability and self-reliance through shelter. Habitat aims to:

- Create an ownable season during which we will shine a national spotlight on our mission and work.
- Increase national awareness around the critical need for decent and affordable housing in the U.S.
- Demonstrate how a decent, affordable home helps families and individuals create a better life.
- Position ourselves as a leader in housing.
- Compel new and current supporters to donate.
- Recognize and thank our national corporate partners who make our work possible.

Q: What will April look like? What will people see?

A: We plan to increase visibility and awareness of Habitat for Humanity nationwide in April. National corporate partners supporting the campaign will bring Home is the Key to life through their respective and applicable channels (in-store;

through paid/earned media, social media and digital; on product packaging; and more). We will leverage national media channels (radio, magazines, news talk shows, bloggers, events and others) to spread the word and create momentum for the campaign. In addition, all Habitat for Humanity International channels, like online and social media, will be talking about Home is the Key throughout April. To ensure we keep our message and media focus on Home is the Key, Habitat for Humanity International will not highlight any nonparticipating corporate partner campaigns or activities during April.

Q: Is this a fundraising campaign for Habitat for Humanity International?

A: Habitat will leverage Home is the Key to generate awareness of the critical work that we do, and the call to action will be a direct ask for a financial donation. People can support by donating online, donating at the cash register of participating retail partners in April, by purchasing select products which send a portion of the proceeds back to Habitat, or through other activations that Habitat's corporate partners choose to implement during the campaign (e.g., taking action through social media). We hope Home is the Key will inspire individuals and businesses to donate to Habitat in April to help more families have a decent place to call home.

Q: Whom are we trying to reach with this campaign?

A: In an effort to continue to leverage the power of our brand and reach new audiences, Habitat for Humanity International underwent a project in 2016 to better define our audience segments. As a result, we identified four audience segments who support our mission or demonstrated potential for future support. We are looking for ways to more effectively reach these audiences. Our goal is to increase our audiences' understanding of our work, resulting in more effective and increased fundraising.

Q: Are donations eligible for a tax deduction?

A: Yes, all donations to Habitat are tax-deductible.

Q: Can someone donate toward this campaign through online channels?

A: Yes, people can donate to Habitat.org and, in some cases, through corporate partner e-commerce and digital channels.

Q: Are the people featured in the Home is the Key marketing materials real Habitat homeowners?

A: Yes, all families and individuals featured in the campaign are real Habitat homeowners, and their stories will be found on a special Home is the Key section of Habitat.org this April. They have not been paid for their stories.

Q: Who are the national campaign partners?

A: A list of Home is the Key 2019 partners will be finalized and shared on My.Habitat and in U.S. Office News.

Q: Who is the internal HFHI contact for this campaign?

A: Allison Green, director of cause marketing; contact agreen@habitat.org or call (404) 962-3416.