

Habitat for Humanity

Letter

Dear [title/s] [last name],

Exposed wiring ... buckling floors ... wretched plumbing ... and violent drug dealers just outside the door. Imagine raising children in a place like that, and being locked into that kind of housing for life!

That's life for the working poor. Come with me. Walk a few hot city blocks in their shoes.

Imagine yourself working hard all day, doing some of the toughest work around. There are no benefits, and the pay is terrible. After food and rent, there's almost nothing left. Every time you get two dollars in the bank, one of the kids gets sick or that old car breaks down.

The American dream – it begins with owning your own home – but you're locked out.

**If you could hand a hardworking family the key to
escape this grinding poverty, I'm sure you'd do it!**

Today, I'm giving you a chance to do just that!

Let me tell you how caring people like you changed the lives of Freddie Lawton and his two little girls. You'll see how you can change the lives of a family like theirs with a gift of \$XX ... or \$XX ... or maybe even \$XX to Habitat for Humanity International.

To provide for his children, Mr. Lawton works a lot of long, hard days. But on his wages, his family just gets by. Before he connected with Habitat, Mr. Lawton was caught in a trap. After rent, there was nothing left to save. A down payment on a home was forever out of reach.

Mr. Lawton urgently needed a key to escape that trap. And through Habitat for Humanity, people like you gave him the key to the American dream of home ownership.

That key was all Mr. Lawton wanted ... and it was all he received. He had to build up his own equity – sweat equity – in the home he's now paying off with a low-interest Habitat loan.

He put a year of Saturdays into the home he built for his family with a group of church-based Habitat volunteers. But, on the day he most remembers, only he and his girls were at the building site.

Please, keep reading ...

That's when Mr. Lawton showed his daughters their rooms in the nearly completed home. "They were more excited than myself!" he said. Just walking through that house unlocked something in the hearts of those two children – something called hope.

Mr. Lawton nurtures that hope every day, telling his girls about the better life that will be theirs. When you return the enclosed key with your contribution, you'll unlock that great rush of hope in the hearts of other children like the Lawton girls. Every gift matters a great deal:

- \$25 will buy a 50-pound box of nails,
- \$100 puts a front door on a Habitat home,
- \$75 will put in the toilet,
- \$500 will put on a roof,
- \$250 will carpet a living room,
- \$1,000 will buy windows or cabinets,
- and \$200 will buy a kitchen counter or a carpet for a child's bedroom.

And you can do more if you're able and have time. Habitat homes are built by volunteers, working side-by-side with families like the Lawtons. To find the nearest Habitat for Humanity affiliate, check your phone book or our web site at www.habitat.org.

Everyone's help is welcome. Everyone's contribution is an expression of what I call the unifying "Theology of the Hammer."

While Habitat is an ecumenical Christian charity, a wonderful variety of people get into the action. My heart warms every time I think of the Habitat homes built in Detroit by Interfaith Partners, a group of Muslims, Christians and Jews. That's God's people doing God's work!

And you'll be part of the action too ... just as soon as you send your gift to Habitat for Humanity International. Yes, you'll help build homes. But you'll also build hope and build lives. Please, send whatever you can today.

Unlocking the Power of Hope!

Millard Fuller
Founder & President

P.S. Your gift of \$XX or \$XX will hand the key of the American dream to a hardworking family ... people like Freddie Lawton and his daughters who need to know the meaning of hope.

Teaser Copy (AW Suggestion: Photo of a family – mom, dad, two children. A family other than the Lawtons – perhaps a family of different ethnicity, the Lawtons are African-American – would be helpful in presenting the diversity of Habitat’s partner families. The family should be portrayed with dignity, but they should be wearing cheap work clothing. Perhaps the one parent could be holding a hammer, the other a saw or level.)

They’ll work hard to unlock the American dream, but ...

YOU hold the key to their future!

Open now! Learn how you can help!

Response Form Copy (Credit card portion of response form based on stitched in envelope in *Habitat World*.)

YES! I’ll give a hardworking family
the key that unlocks the American dream!



Here’s my gift to Habitat for Humanity International:

\$XX \$XX \$XX \$XX or \$ _____

[title/s] [first name] [I] [last name]
[address line #1]
[address line #2]
[city], [state] [zip code]

- My gift is enclosed**
Please make your check payable to Habitat for Humanity International.
- Please charge my gift to:**
 - Visa MasterCard American Express Discover
 - Acct. No. _____
 - Expiration Date: _____
 - Signature: _____

Your contribution is fully tax-deductible to the extent allowed by law.