



Celebrating 10 Years of Empowerment

every team
helps build a foundation
for a stronger future.

Fundraising Team Toolkit

**EMPOWERING WOMEN.
EMPOWERING FAMILIES.
EMPOWERING COMMUNITIES.**



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What is Women Build?

Women Build is a national Habitat for Humanity initiative designed to engage, educate and empower women to transform lives and strengthen communities by providing safe and affordable homes for families in need. The Women Build campaign in Lee and Hendry Counties has partnered with 20 families to build strength and stability for their 50 children through local fundraising and volunteer building efforts over the last 10 years. A Women Build Team is an enthusiastic group of women and men that actively fundraise together on behalf of Habitat Women Build. With the annual commitment and foundational funds provided by SuperWomen, SuperWomen², SuperMen and Corporate Sponsors, team fundraising efforts are essential in reaching the overall fundraising goal of \$360,000. Teams also volunteer at the job sites to help with construction of the homes.



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Team FAQ's

Women Build Team Captain(s) are responsible for creating and monitoring the Team's online fundraising page on <https://give.habitat4humanity.org/2020WomenBuild>, recruiting, guiding and encouraging team members in their fundraising efforts, and coordinating the team's build site volunteers.

How do I sign up my team?

It's easy! Create your team fundraising page online at <https://give.habitat4humanity.org/2020WomenBuild> (It is suggested to use Chrome as your Internet Browser for easy registration).

I want to form a Women Build team, but where do I start?

Set a time to chat with our Team Mentors or Habitat Women Build staff. We will guide you through the steps to form your team. Email WomenBuild@habitat4humanity.org to indicate your interest and/or schedule a time.

Is there a minimum fundraising goal for my team?

Teams are encouraged to fundraise at least \$1,000. Every team member and every dollar is essential in reaching the overall fundraising goal of \$360,000.

How do I recruit teammates?

Share your commitment to the mission of Women Build with friends, family, neighbors and colleagues. Ask if they'd like to join you in transforming the lives of mothers and their children in our community by helping you raise funds and construct homes.

How do I fundraise?

A few great ways to begin your fundraising efforts include:

- Invite family members, friends, neighbors and co-workers to join your team or an existing team.
- Telling the Habitat story; donors want to know where their money is going. You can find all the information you need on our Habitat website www.habitat4humanity.org/about-habitat.
- Telling your own story; talk about your personal experience about working on a home, attending a home dedication or meeting a Habitat homeowner.
- We suggest you send a personal letter to your contacts. Attached is a sample letter for you to model.
- Share your fundraising team link to personal pages on Facebook, Instagram, Twitter, Yahoo Groups, etc.
- Have a cocktail party at your home and invite your friends and neighbors, share the Habitat story.
- Host your own wine and basket raffle.



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Team FAQ's (cont'd)

How often does my team volunteer?

Each team raising \$1000 or greater may register for one four-hour shift during the two-week build.

How does my team register to volunteer at the job sites?

Each member of the team must register to volunteer individually through Habitat's online volunteer system, Volunteer Hub. A specific date and homesite will be designated for each team and communicated to team members by the team captain(s). Women Build staff and team mentors are happy to provide support and guidance with registration.

Do I need to have construction skills to be part of my Women Build team?

No! Our Site Supervisors are on the job site every day and will help teach you the skills needed to complete the day's tasks.



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DATE

Dear (Name),

This spring, I am supporting a local nonprofit with a very important cause, Habitat for Humanity of Lee and Hendry Counties' Women Build. Now in its 10th anniversary year, Women Build has partnered with 20 local families and their 50 children, empowering them to achieve affordable homeownership.

This year's fundraising goal is \$360,000 to construct three new homes, one in NW Cape Coral, one in Habitat's Majorca Palms neighborhood, and one south of downtown Fort Myers. The cost of construction materials for each home is \$120,750. The moms purchasing the Habitat Women Build homes will volunteer 300 hours of 'sweat equity,' attend over 20 hours of home maintenance and financial literacy classes, pay \$1,700 toward closing costs, and pay affordable, monthly mortgage payments that include taxes and insurance. With your kind and generous support, three moms and their nine children will have new homes built and dedicated by Mother's Day.

Include your personal Women Build story. For example: how long have you supported Women Build, why you got engaged in Women Build, or your favorite Women Build memory, etc.

Giving is easy and secure. Simply click on my team fundraising page link below. Then click on the "Make a Donation" button and follow the prompts. You may choose to remember or honor a special woman in your life by sending an online ecard just in time for Mother's Day. If you are uncomfortable making an online donation a check may be written to: Habitat for Humanity of Lee & Hendry Counties with "Women Build: YOUR TEAM NAME" on the memo line and mail to 1288 N. Tamiami Trail, N. Fort Myers, FL 33903 or I would be happy to pick it up.

Please let me know if you are interested in joining my team to help fundraise and volunteer at the Women Build job sites.

Thank you in advance for your support!



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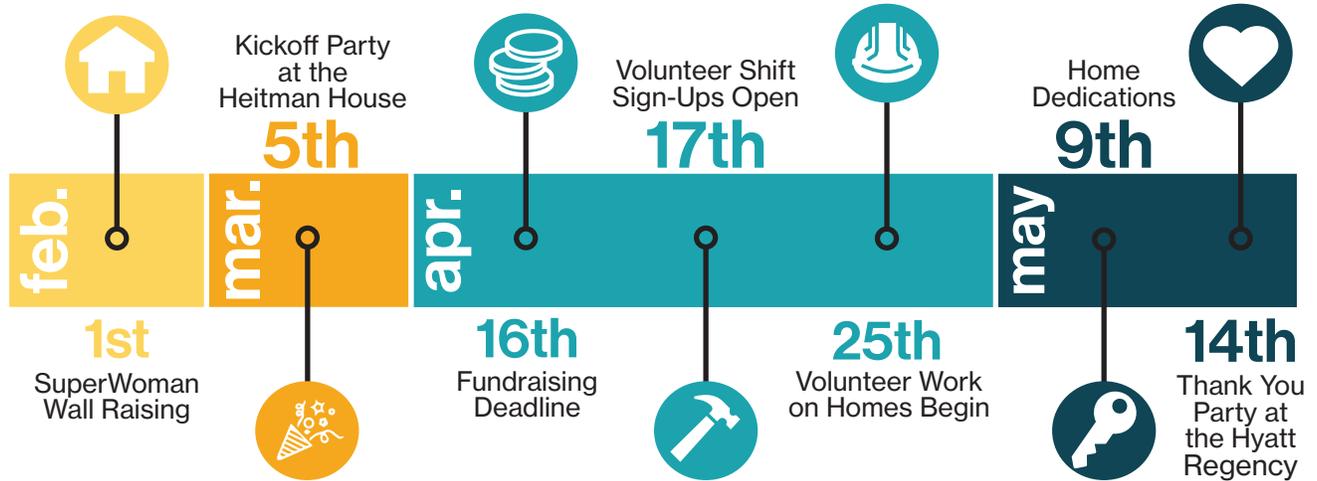
Fact Sheet

- Habitat for Humanity of Lee and Hendry Counties' Women Build program engages, educates and empowers women to advocate for safe, decent and affordable homes in our community by annual fundraising and home building.
- 2020 marks the 10th anniversary year that Habitat for Humanity of Lee and Hendry Counties has participated in the national initiative of Women Build. A total of 20 homes have been rehabbed or newly built and the lives of 50 children and their parents have been transformed through Women Build's fundraising and construction efforts.
- This year Women Build's corporate sponsors, individual supporters and volunteer teams will fundraise for and build three new Habitat homes – one in NW Cape Coral, one in Habitat's Majorca Palms neighborhood and one south of downtown Fort Myers.
- Women Build is not about excluding men. It's about empowering women to learn advocacy, fundraising and construction skills that transform the lives of women and their children through affordable homeownership.
- Habitat for Humanity builds homes in partnership with families in need of affordable housing. Habitat offers a hand up, not a hand out. All Habitat homebuyers earn and purchase their homes.
- The lack of affordable housing is a severe threat to children's health, growth and potential. According to the Census Bureau more than 15 million or 21% of all children in the U.S. are living below the poverty threshold.
- Families purchase their Habitat home at the appraised value and pay monthly mortgage payments that include taxes and insurance. They volunteer 300 hours of "sweat equity", pay \$1,700 toward their closing costs, and attend 20+ hours of classes on homeownership, maintenance and personal finance.
- 2020 Women Build Teams will help to raise \$360,000 to fund the construction cost of three new Habitat homes this spring. The official kickoff for fundraising is March 5th, volunteer building activities occur between April 25 and May 8th and culminate in dedication ceremonies on May 9th---the day before Mother's Day. All donors and volunteers are invited to the Women Build 2020 Thank You Party at the Hyatt Regency on May 14th.



join the movement...

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Questions?

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