



women
BUILD 2022

Team Toolkit

presented by  **FINEMARK**
NATIONAL BANK & TRUST



Empowering women. Empowering families. Empowering communities.

About Women Build

Women Build is a national Habitat for Humanity initiative designed to engage women in the effort to provide safe and decent homes for families in need of affordable housing. By recruiting, educating, and inspiring women, we can transform lives in our community. Since 2011, Women Build in Lee and Hendry Counties has partnered with 25 families to build strength and stability for more than 60 children through local fundraising and volunteer efforts.

Each year, approximately half of our Habitat homebuyers are female-headed households. Your participation in Women Build 2022 supports Habitat's home-building efforts and the life-changing effects of homeownership that empower families for generations to come.

Together we will raise \$390,000 to fully fund the costs associated with building two new homes and preparing our Women Build partner families for the responsibility of homeownership.

What is the role of a Women Build Team?

A Women Build Team is an enthusiastic group of women (and men!) that actively fundraise together on behalf of Women Build in Lee and Hendry Counties. Combined with the annual commitment and foundational funds provided by SuperWomen, SuperMen, and our Corporate Sponsors, Team fundraising efforts are essential in reaching our overall fundraising goal of \$390,000. Teams are also vital in raising awareness of the critical need for safe, decent, affordable homes in our community.

Team FAQs

I want to form a Women Build team, but I'm unsure where to start?

Teams are led by Team Captain(s) who, in turn, are supported by Women Build staff and team captain mentors. 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. Team registration will open in early February.

What is the role of Team Captain(s)?

The Team Captain(s) are responsible for creating and monitoring the Team's online fundraising page, recruiting, guiding, and encouraging team members in their fundraising efforts, and coordinating the team's build site volunteers.

Ok, I'm ready! How do I register my team?

It's easy! Team Registration is now available through our website <https://habitat4humanity.salsalabs.org/2022womenbuild>. Create and personalize your team fundraising page with your own team name, pictures, and why you support Women Build. Then, share the link amongst your networks via digital, social, and other channels. All donations made via your team's personalized fundraising link will be allocated to your team goal.

*We ask that teams exclusively use their personal Team fundraising link when accepting donations. Other fundraising platforms (ex: PayPal, GoFundMe, Facebook Fundraisers, etc.) may collect fees and/or delay the delivery of your team's donations to Habitat past the date of the Women Build campaign. Funds must be received by Habitat prior to it appearing as part of a team's fundraising total.

Who can participate on a team?

Anyone! It's as easy as inviting family members, friends, neighbors, and co-workers to form a new team or join an existing team.

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 women and children in

our community by helping you raise funds and construct homes.

Is there a minimum fundraising goal for my team?

Teams are encouraged to fundraise at least \$2,500. Every team member, every dollar is essential in reaching the overall fundraising goal.

What are some ways I can reach my fundraising goal?

Inter-office challenges, e-blasts, raffles, vendor support, cocktail parties...there are many ways you can engage your team and other supporters to meet your fundraising goal. Whether you host an in-person or virtual activity, we encourage supporters to continue recruiting, educating, and inspiring women in your network to become active participants in the solution for affordable housing.

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

A specific date and job site 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. Each team is invited to sign up for a volunteer shift to build at the job sites and help with construction and finishing tasks. Each member of the team must individually register to volunteer through Habitat's online volunteer system, Volunteer Hub.

Do I need to have construction skills or experience to be part of a 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.

Does Habitat give away the homes we're building for free?

No! Habitat makes homeownership affordable by offering a zero to low interest mortgage with monthly mortgage payments that are 30% or less of a family's household income. This 'hand up' gives working families the ability to purchase their own homes. All Habitat homeowner candidates earn less than 80% of the area median income and often live in unsafe, overpriced, or overcrowded conditions. They volunteer 300 hours of sweat equity, attend housing and financial education classes, and pay \$2,000 in closing costs.

Talking Points

- Women Build is a national Habitat for Humanity initiative that engages women in the effort to provide safe and decent homes for families in need of affordable housing.
- Habitat for Humanity of Lee and Hendry Counties has participated in Women Build since 2011, **partnering with 25 female-headed households to build strength and stability for more than 60 children** through local fundraising and volunteer construction efforts.
- Our 2022 **fundraising goal is \$390,000 to transform raw materials into two new Habitat homes** that will empower our Women Build partner families for generations to come. We will accomplish this with the help of our corporate sponsors, individual supporters, and fundraising teams. The official kickoff for fundraising is March 3rd and will run through April 29th.
- Women Build is not about excluding men. It's about empowering women to learn advocacy, fundraising, and construction skills on an inclusive job site while empowering other women and their children through affordable homeownership.
- The need for our services is great. With **more than 79,000 Lee County families spending more than 30% of their income on housing, we are meeting one of the most critical needs our county has ever faced.** Many working families are just one missed paycheck or emergency away from financial ruin or homelessness. They are denied the stability associated with an affordable home and forced to make impossible decisions between nutritious food, medical care, reliable transportation, or simply keeping a roof over their heads. At Habitat we believe these are choices no family should have to face.
- Habitat for Humanity builds homes **in partnership with families** in need of affordable housing. **Habitat offers a hand up, not a handout.** All Habitat homebuyers earn and purchase their homes.
- Families purchase their Habitat home at the appraised value and pay monthly mortgage payments set at 30% or less of their income. They volunteer 300 hours of sweat equity, attend 20+ hours housing and financial education classes, and pay \$2,000 in closing costs.
- Since 1982, **more than 1,700 families have purchased Habitat homes in Lee and Hendry Counties.** To date, 241 of these homeowners have fully satisfied their mortgages.

Sample Fundraising Letter

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. Since 2011 Women Build has partnered with 25 local families to build strength and stability for their children through affordable homeownership. This year Women Build supporters are committed to raising \$390,000 to construct two new homes for female-headed households in Lee County.

The female-headed households purchasing the Habitat Women Build homes participate in their own housing solution by volunteering 300 hours of 'sweat equity,' attending hours of home maintenance and financial literacy classes and paying \$2,000 in closing costs. They will then purchase a zero- to low-interest mortgage with monthly payments - that include taxes and insurance – set at 30% or less of their income, making homeownership an affordable reality. With your kind and generous support these women and their 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 making a donation dedication. Checks are also acceptable and may be written to: Habitat for Humanity of Lee & Hendry Counties with "Women Build: YOUR TEAM NAME" on the memo line. Checks can should be mailed to 1288 N. Tamiami Trail, N. Fort Myers, FL 33903, or I will be happy to pick it up.

Please let me know if you are interested in joining my team to help empower women and families in our community through safe, decent, affordable homes.

Thank you in advance for your support!

Sincerely,

Your name

Email address

My Fundraising Site: Enter your fundraising web address