



women
BUILD 2024

presented by  FINE MARK
NATIONAL BANK & TRUST

Team Toolkit

Empowering women. Empowering families. Empowering communities.



About Women Build

Women Build engages women and men in the effort to provide safe and decent homes for female-headed households. Since 2011, donors, volunteers and families have partnered for Women Build to provide stability for 29 families and 73 children.

There is a critical need for affordable housing among women in our community. Currently, 75% of families partnering with Habitat to build a home are female-headed households. **This year, our goal is to raise \$450,000 through Women Build 2024.**

What is the role of a Women Build Team?

Women Build Teams fundraise for Women Build in Lee and Hendry Counties. Combined with the foundational funds provided by SuperWomen, SuperMen and corporate sponsors, Team fundraising is essential in reaching our goal of \$450,000. Teams also help to raise awareness of the critical need for 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 lead the fundraising efforts of a Team. Habitat's here to help get you started! We'll guide you through the steps to form your team and run a fulfilling volunteer experience in your community. Email ElisaMB@habitat4humanity.org.

What is the role of Team Captain(s)?

Team Captain(s) create and monitor the Team's online fundraising page, recruit, guide and encourage team members in their fundraising efforts, and coordinate the team's build site volunteers.

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

Before registering your team, the Team Captain has to set up an individual page. It's easy! Visit secure.habitat4humanity.org/womenbuild2024 to set up your individual page as the Team Captain. After, create your team. Personalize your team fundraising page with your own team's name, pictures and why you support Women Build. Then, share the link amongst your networks via digital, social and other channels. All donations from your team's personalized fundraising link and checks that are received in the Habitat office 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.

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 and 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 team member 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 prior experience is necessary. Our site supervisors are on the job site daily 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?

Habitat does not give homes away for free. Families who partner with Habitat volunteer 300 hours of sweat equity, attend housing and financial education classes, pay \$2,000 in closing costs and purchase a home with an affordable mortgage set at no more than 30% of their income.

Talking Points

- Women Build engages women and men in the effort to provide safe and decent homes for female-headed households.
- Habitat for Humanity of Lee and Hendry Counties has delivered Women Build since 2011, **partnering with donors, volunteers and families to provide stability for 29 families and 73 children.**
- Our 2024 **fundraising goal is \$450,000.** This money will be combined with funds donated to Habitat's mission to support the life-changing effects of homeownership for female-led households. The official kickoff for fundraising is February 29 and will run through May 12.
- Women Build also engages men to empower women to learn advocacy, fundraising and construction skills on an inclusive job site while empowering other women and their children through affordable homeownership.
- The Cape Coral-Fort Myers metro is **the most overvalued market to buy or rent in the USA.** **Habitat is meeting one of the most critical needs our county has ever faced.** Many working families are living cost burdened and have high likelihood of experiencing material hardships, such as food insecurity and difficulty paying bills and affording medical care. What can't be forgotten, or measured, is the mental, emotional and social hardships that come with a high cost of living.
- 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 1,800 families have purchased Habitat homes in Lee and Hendry Counties.** As of June 30, 2023, 310 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. Women Build is an affordable housing campaign run by Habitat for Humanity of Lee and Hendry Counties that makes homeownership a reality for local families. Since 2011, donors, volunteers and families have partnered for Women Build to provide stability for 29 families and 73 children. This year, the goal is to raise \$450,000 to support the life-changing effects of homeownership for female-led households, providing them with stability and security for future generations.

There's a critical need for affordable housing among women in our community. This year, 75% of families actively partnering with Habitat to build a home are led by women.

The families partnering with Habitat to purchase Women Build homes construct their own homes by volunteering 300 hours of 'sweat equity,' attending hours of home maintenance and financial literacy classes and paying \$2,000 in closing costs. They'll pay an affordable mortgage set at 30% or less of their income, making homeownership an affordable reality. With your generous support, these women and their children will have a safe and stable place to call home.

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 "Donate" 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 be mailed to 12751 New Brittany Blvd., Suite 100, Fort Myers, FL 33907, 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,

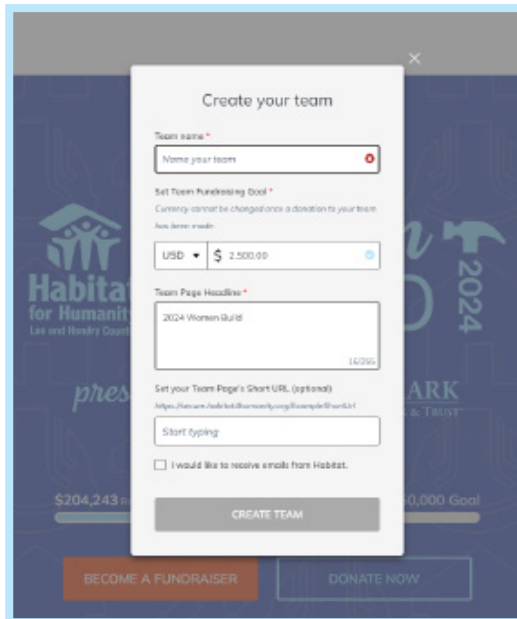
Your name

Email address

My Fundraising Site: Enter your fundraising web address

Create a Fundraising Team Page

- Visit secure.habitat4humanity.org/womenbuild2024 then follow these steps:
- Step 1: Click on “Become a Fundraiser”
- Step 2: Click on “Create a Team”
- Step 3: Create an Account
- Step 4: Name your Team , Set Your Goal, Adjust Headline now or later – you may choose a short URL (or not, because you can use the page web address once your Team page is created). Select “Become a Fundraiser” then “Create a Team”

A screenshot of a web form titled "Create your team" overlaid on a dark blue background with Habitat for Humanity logos. The form has a white background and a close button (X) in the top right corner. It contains several input fields: "Team name" with a placeholder "Name your team" and a red error icon; "Set Team Fundraising Goal" with a dropdown for "USD" and a value of "\$ 2,500.00"; "Team Page Headline" with a placeholder "2024 Women Build" and a character count of "14/255"; and "Set your Team Page's Short URL (optional)" with a placeholder "Start typing". There is also a checkbox for "I would like to receive emails from Habitat." and a "CREATE TEAM" button at the bottom.

- Step 5: Once you have an account, you are the captain, and an individual page will automatically be set up in the Classy platform. NOTE: If a donor contributes at your individual page instead of the team page, as a Team Captain, the donation automatically goes to your Team. Individuals may set up their own fundraising pages as well in the Classy system or donate directly at our website and choose “Women Build” so that it goes into the WB giving fund
- Step 6: Distribute the web address for the TEAM page in your communications for fundraising.
- Step 7: Use the “Email” feature in the system, which pre-populates an email with text and your Team Page link, to send out to your potential teammate donors!

Questions about fundraising? Contact Elisa Miller-Burda at ElisaMB@habitat4humanity.org or 239-994-1354.