



# WOMEN BUILD 2022

Individual Fundraiser/  
Team Member Tool Kit



# WOMEN BUILD 2022

Everyone  
deserves a decent  
and affordable  
place to live.

**YOU** are a strong  
woman, with the  
capability and  
determination  
necessary to make a  
difference in the  
lives of families.

**Congratulations**  
on taking the first steps  
toward helping to  
eradicate  
substandard housing for  
families in our  
communities!

Habitat for Humanity's **Women Build** program promotes the involvement of women in the construction industry. Women Build works to recruit, nurture, and train women to build and repair homes to help their fellow neighbors. All participants must be 18+.

Each participant raises a minimum of \$350 to secure a volunteer spot in Women Build. Funds raised will support Habitat for Humanity programs.

**Women Build** does not exclude men—it encourages women to become empowered to break down stereotypes and show what we can do when we come together!

## How does my fundraising help?

First and most importantly, you are key to Habitat's mission of building strength, stability, self-reliance and affordable housing. You will come together with other women for a unique and empowering experience. You will experience team building and networking in an entirely new way, with a day filled with construction work, meals, snacks, goodie bags, and more!

# SPONSORS

## Community Sponsors



## Neighborhood Sponsor

First Baptist Church Glendarden  
MGM National Harbor

## House Sponsors

Balfour Beatty  
Boland  
Bozzuto  
Cara Pearlman Group of Compass  
COMSO, Inc.  
Constellation  
DAVIS Construction  
EagleBank  
HESS Construction  
Microsoft  
Pepco  
Shimmick Construction  
Truist

INDIVIDUAL FUNDRAISING IS AS EASY AS

1,2,3

## 1. Ask

The answer is always no,  
until you ask.

## 2. Follow Up

Your family and friends want to donate,  
they just forget.

## 3. Thank

Crucial step. Don't forget to thank your donors.  
People who are thanked are more likely to give again.



## FUNDRAISING TIPS

### How do I raise \$350 in one week?

- Make a donation to yourself—\$50
- Ask 5 family members for \$25 each—\$125
- Ask 5 neighbors for \$5 each—\$25
- Ask 10 friends for \$15 each—\$150

**TOTAL—\$350**



### How do I raise \$500? That's easy!

- Make a donation to yourself—\$25
- Ask 5 family members for \$25 each—\$125
- Ask 5 neighbors for \$5 each—\$25
- Share your Classy fundraising page on social media—\$150
- Ask 10 friends for \$15 each—\$150

**TOTAL—\$500**

### I want a challenge! How can I raise \$1,000 in a week?

- Make a donation to yourself—\$50
- Ask 5 family members for \$25 each—\$125
- Ask 5 neighbors for \$10 each—\$50
- Ask 15 friends for \$20 each—\$300
- Share your Classy fundraising page on social media—\$250
- Use our memory jogger to think of all the people you can ask a donation from. If you feel comfortable, you can ask for a bigger donation—\$100
- Clean out your garage for a yard sale—\$50
- Have two bake sales—\$50

**TOTAL—\$1,000**

Don't forget to ask your company about matching gifts and watch your donations double!

# Who do I know? MEMORY JOGGER

## Friends

Childhood Friends  
High School friends  
College friends  
Military friends  
Sorority friends  
Bridesmaids

## Family

Parents  
Grandparents  
Siblings  
Aunts and Uncles  
Cousins

## And...

Accountant  
Aerobics Instructor  
Alterations  
Attorney  
Baker or Caterer  
Bank Teller  
Bartender  
Bookkeeper  
Butcher  
Carpet Cleaner  
Chiropractor  
Dentist  
Dietician  
Electrician  
Electrolysis  
Engineer

## Community

Bed & Breakfast  
Bingo  
Bowling  
Camp  
Chamber of Commerce  
Childcare  
Children's friends' parents  
Children's teachers  
Church, Mosque, Temple, etc  
Clinic  
Congressperson  
Construction Site  
Delicatessen  
Federal Government  
Garden Center  
Golf Course  
Hardware Store

Health Club  
Hospital  
Hotel  
Kennel  
Library  
Museum  
Night Club  
Nursing Home  
People from past jobs  
Pharmacy  
Post Office  
Resort  
Restaurant  
School  
Tanning Salon  
Tennis Court  
Theater



Engraver  
Exterminator  
Financial Planner  
Interior Decorator  
Notary  
Nurse  
Nutritionist  
Office Cleaner  
Optometrist  
Painter  
Pharmacist  
Photographer  
Physical Therapist  
Physician  
Piano Instructor  
Plumber

# Women Build 2022

## Individual Participant Fundraising Incentives

**\$350**



**Women Build  
Branded T-shirt**



**\$500**



**Habitat Branded  
Bucket Hat**



**\$1000**



**Habitat Branded  
Lunch Cooler**



**\$2000**



**Habitat Branded  
Fleece Vest**



**\$3000**



**2nd Generation  
Apple AirPods**



***INCENTIVES ARE  
CUMULATIVE,  
SO THE MORE  
YOUR RAISE,  
THE MORE YOU  
RECEIVE!***

***INCENTIVES  
CAN BE EARNED  
THRU THE  
ENTIRE WOMEN  
BUILD  
EXPERIENCE!***

**Top individual fundraiser**

**Enjoy a relaxing  
experience at a  
luxury spa!**

**\*Top Fundraising Team will have their name engraved on a  
hammer trophy to proudly display in their office!**

\*Actual prizes may be different from the images shown above\*

# Women Build 2022

## My Fundraising Toolbox

Online Resources and Your Own Personal Fundraising Page

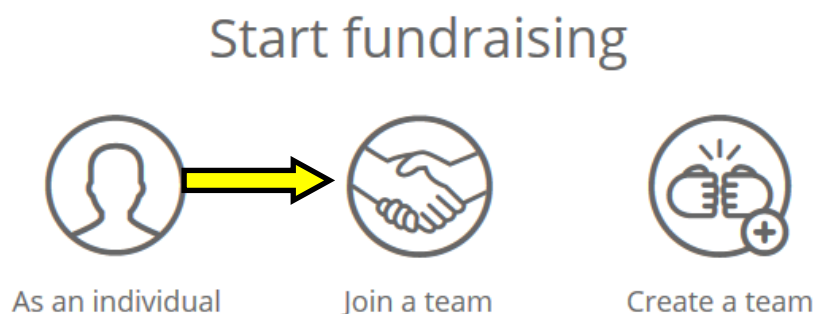
1. **GO TO:** <https://give.classy.org/WBMetroMD2022>

### HOW TO GET STARTED

Once you are on the Habitat for Humanity Metro Maryland Women Build 2021 fundraising page you will see two large buttons on the sidebar: "Become a Fundraiser" and "Donate Now". Choose "Become a Fundraiser" so you can start raising funds.



2. The next screen will say "Start Fundraising", with two options: "Join a team" and "Create a team". Select "Join a team".



3. The next screen will say "Join a Team". Click your team's name or you can search by team name.

4. Create your page

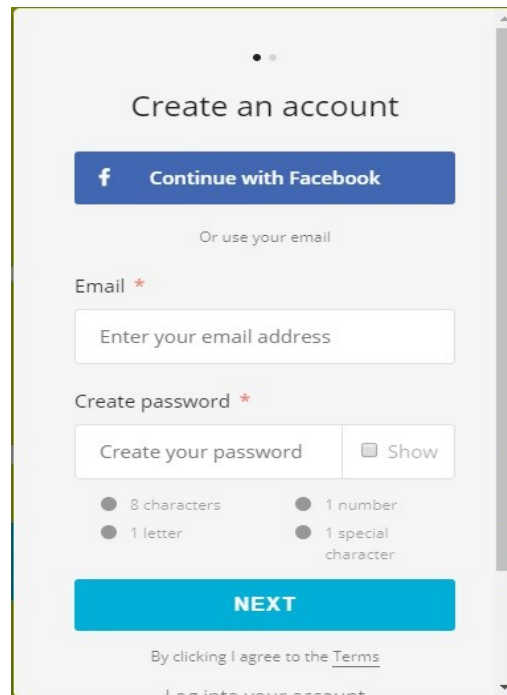
A short URL can make it easier for people to find your team page and donate. But, it is not necessary to fundraise successfully.



Your personal fundraising goal is set at a minimum of \$350.

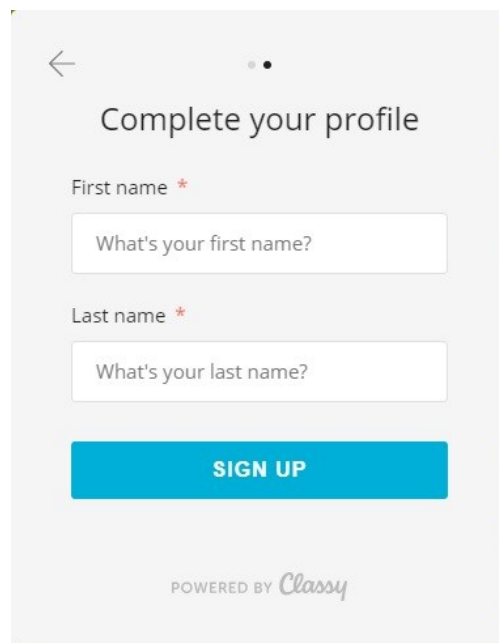
However, we encourage you to raise more. The more you raise helps us build even more strength, stability and self-reliance through shelter.

## 5. Create an account



The screenshot shows a mobile app interface for creating an account. At the top, there's a title "Create an account" with a progress indicator (two dots, the first is filled). Below the title is a blue button with a Facebook logo and the text "Continue with Facebook". Underneath, it says "Or use your email". The "Email" field is marked with a red asterisk and contains the placeholder text "Enter your email address". Below that, the "Create password" field is also marked with a red asterisk and contains the placeholder text "Create your password". To the right of the password field is a "Show" button with a small square icon. Below the password field, there are four requirements listed in two columns: "8 characters", "1 number", "1 letter", and "1 special character". Each requirement has a small grey circle next to it. At the bottom of the form is a large blue button labeled "NEXT". Below the button, there is a line of text: "By clicking I agree to the [Terms](#)". At the very bottom, there is a link that says "Log into your account".

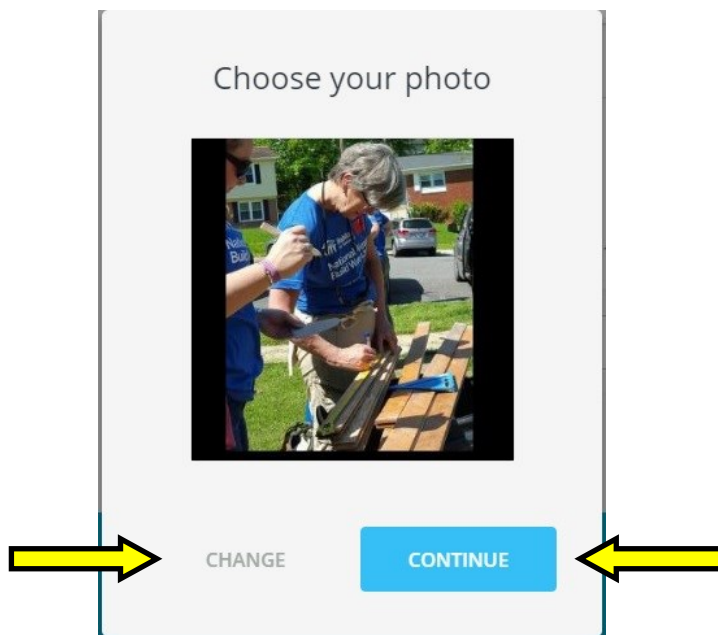
## 6. Complete your profile



The screenshot shows a mobile app interface for completing a profile. At the top, there's a title "Complete your profile" with a progress indicator (two dots, the second is filled). Below the title is a back arrow on the left. The "First name" field is marked with a red asterisk and contains the placeholder text "What's your first name?". Below that, the "Last name" field is also marked with a red asterisk and contains the placeholder text "What's your last name?". At the bottom of the form is a large blue button labeled "SIGN UP". Below the button, there is a line of text: "POWERED BY *Classy*".

## 7. Choose your photo

This is the default photo for all individuals. If you would like to change it, click "Change", and upload a photo from either your computer or Facebook profile.

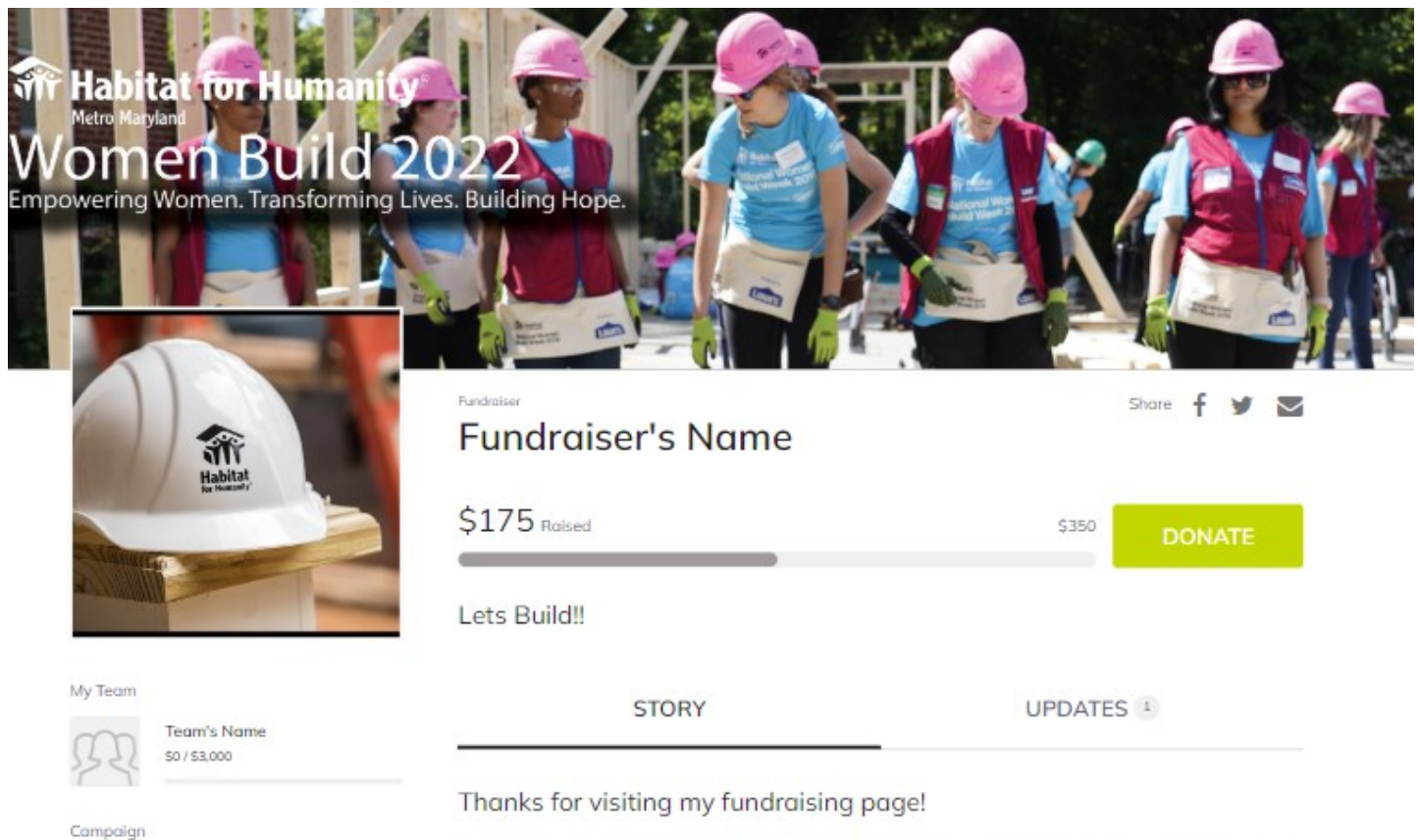


Click "Continue" to be taken to your team page.

**Congratulations!**  
**You've made your own fundraiser page.**  
**Now, the fun begins!**

## CONGRATULATIONS! YOU'VE MADE YOUR PERSONAL FUNDRAISING PAGE. NOW WHAT?

This is what a personal fundraising page looks like. Customize it to make it your own. Add a profile picture and edit the **"My Story"** section to give your profile a personal twist. Tell your friends and family about Women Build, Habitat's mission, and why you are fundraising for Habitat for Humanity Metro Maryland! You can update your donors, family, and friends on your fundraising progress by adding pictures, videos, or text using the **"Manage"** button on your page.



The screenshot displays a fundraising page for Habitat for Humanity Metro Maryland's Women Build 2022 campaign. The header features a large banner image of women in blue shirts and red safety vests working on a construction site, with the text "Habitat for Humanity Metro Maryland Women Build 2022 Empowering Women. Transforming Lives. Building Hope." overlaid. Below the banner is a smaller image of a white hard hat with the Habitat logo. The page layout includes a "Fundraiser" section with a placeholder for the fundraiser's name, a progress bar showing "\$175 Raised" out of a "\$350" goal, and a prominent yellow "DONATE" button. Social media sharing icons for Facebook, Twitter, and Email are located to the right of the fundraiser's name. The "My Team" section on the left shows a placeholder for the team's name and a goal of "\$0 / \$3,000". The main content area has tabs for "STORY" and "UPDATES", with the "STORY" tab currently selected. The text "Thanks for visiting my fundraising page!" is visible at the bottom of the main content area.

Habitat for Humanity  
Metro Maryland  
Women Build 2022  
Empowering Women. Transforming Lives. Building Hope.

Fundraiser

Fundraiser's Name

\$175 Raised

\$350

DONATE

Lets Build!!

My Team

Team's Name

\$0 / \$3,000

Campaign

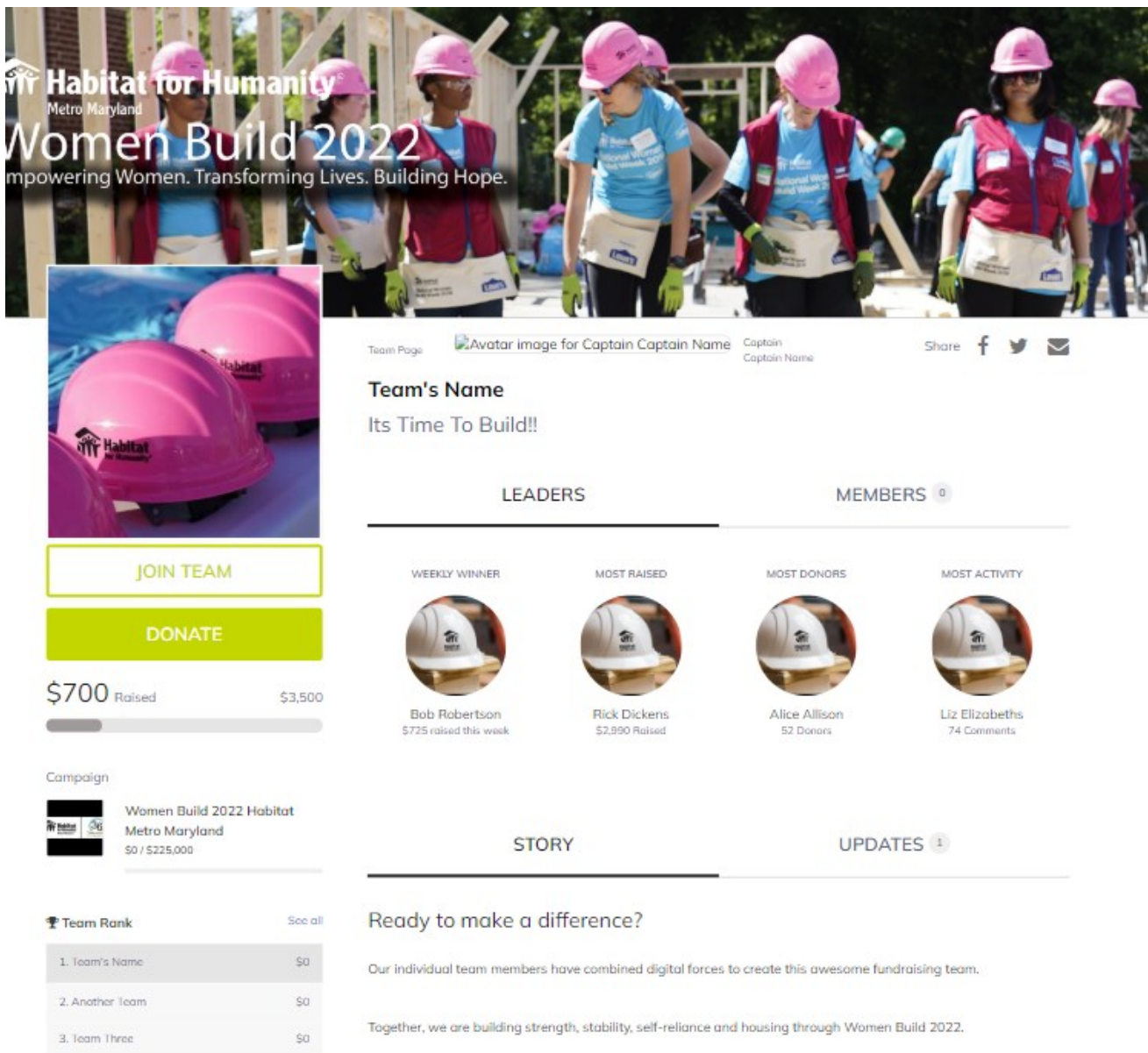
STORY

UPDATES 1

Thanks for visiting my fundraising page!

## WHAT DOES A TEAM PAGE SHOW?

This is the "Habitat's Hearts and Hammers " team page. It's very similar to a personal fundraising page. It also has a sharing toolbar, the "About" sidebar, a place for the team to share its story, and information tracking the team's progress towards its goal. The Fundraiser's sidebar tracks team ranking and each team member's fundraising.



The screenshot displays a team page for "Habitat for Humanity Metro Maryland Women Build 2022". The header features a large photo of women in pink hard hats and blue shirts working on a construction site. Below the header, there's a sidebar on the left with a "JOIN TEAM" button, a "DONATE" button, and a progress bar showing "\$700 Raised" out of a "\$3,500" goal. The main content area includes a "Team's Name" section with the text "Its Time To Build!!", a "LEADERS" section with four circular profile pictures of team members (Bob Robertson, Rick Dickens, Alice Allison, and Liz Elizabeths) and their respective fundraising stats, and a "STORY" section with the heading "Ready to make a difference?". The right sidebar shows a "Team Rank" table with three teams and their fundraising amounts.

**Habitat for Humanity**  
Metro Maryland  
**Women Build 2022**  
Empowering Women. Transforming Lives. Building Hope.

Team Page Avatar image for Captain Captain Name Captain Captain Name Share f t e

**Team's Name**  
Its Time To Build!!

**LEADERS** **MEMBERS** 0

**WEEKLY WINNER** **MOST RAISED** **MOST DONORS** **MOST ACTIVITY**

**Bob Robertson**  
\$725 raised this week

**Rick Dickens**  
\$2,990 Raised

**Alice Allison**  
52 Donors

**Liz Elizabeths**  
74 Comments

**STORY** **UPDATES** 1

**Ready to make a difference?**

Our individual team members have combined digital forces to create this awesome fundraising team.

Together, we are building strength, stability, self-reliance and housing through Women Build 2022.

**Team Rank** See all

Rank	Team Name	Amount
1.	Team's Name	\$0
2.	Another Team	\$0
3.	Team Three	\$0

## FREQUENTLY ASKED QUESTIONS

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For more FAQs please visit the Classy Help Center at <http://www.classy.org/help-center/basics>

### **Do I need construction experience or expertise?**

Absolutely not. No construction experience required. We will provide you with all the safety gear, tools, and know-how you will need. Our talented volunteer Crew Leaders will show you the ropes.

### **Can I join more than one team?**

You can only associate your personal fundraising page with one team.

### **What happens when someone donates directly to a team's page?**

The money donated directly to a team page is reflected in the team page total. It is **NOT** reflected in any of the individual team members' totals. If you want a donation to show up in your personal total AND the team total, you should have the donor contribute through your personal page.

### **If I donate to an individual or team fundraising page, who will have access to my information?**

When you make a donation through an individual or team fundraising page, HFHMM will have access to your contact information. If you contribute through a personal fundraising page, then the person that created that page will have access to a report with your contact information. If you contribute through a personal fundraising page associated with a team or if you contribute directly to a team fundraising page, then the person that created the team page will also have access to a report with your contact information.

### **What if I don't want to fundraise and just want to donate the \$350 so that I can participate in Women Build?**

No problem! You still need to "become a fundraiser" and make the donation to your page.

### **Can youth volunteer at the build site?**

Children and youth of all ages can assist with fundraising efforts, however, participants on the build site must be 18 years or older. However, we do have other volunteer opportunities for our younger supporters. Contact us for more information.

### **What if someone can only stay half the day?**

We strongly encourage participants to stay the entire day (8:30 am – 3:30 pm) as they will feel a greater sense of accomplishment and take part in all the perks the day has to offer. In the event of an emergency, we do understand and ask that you contact the Habitat staff as soon as possible.

### **How does Habitat empower women?**

We at Habitat have the ability to provide opportunities for hands-on learning, and given these tools, women can succeed in changing their communities. Nationally, more than 60% of Habitat for Humanity's projects are homes to female head of households. Due to skills they learn while building their Habitat home, these women are better equipped to maintain their homes, and consequently, more confident in their ability to cope with day-to-day situations.

## WHAT IF MY SUPPORTERS WANT TO MAKE THEIR DONATION IN THE FORM OF CASH OR A CHECK?

While the online fundraising tool is very handy, cash and checks are welcome, too! Just provide the donation form (on the next page of this packet) to your donors. **Donations should be sent to Habitat for Humanity by June 30, 2022.** All checks should be made out to Metro Maryland Habitat for Humanity, with "Women Build (or WB)" and the participant's name written in the memo line. When you send funds given to you to Habitat, please include a copy of this donation form because we want to be sure to credit you for the gifts! Your cash/checks will be credited to your web page as "offline" donations.



# Women Build Donation Form

Thank you for supporting me as part of the Habitat for Humanity Metro Maryland Women Build. Please complete and mail this form along with your donation to:

**Habitat for Humanity Metro Maryland**

ATTN: Women Build  
8380 Colesville Road, Suite 700  
Silver Spring MD 20910

Name of team you are supporting: \_\_\_\_\_

Your Name: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone Number: \_\_\_\_\_

Amount of support: \$ \_\_\_\_\_

Method of payment:

☐ Cash

☐ Check (please indicate Women Build on the memo line)

If you'd like to make your donation by credit card, please make the donation on the Classy website:

**<http://give.classy.org/WBMetroMD2022>**

**Thank you for your support of Women Build!**

Empowering Women.  
Transforming Lives.  
Building Hope.

## We look forward to building with you!

If you have any questions, reach out to one of the  
staff listed below:

Paige Beyer: Associate Director of Development  
Liseth Orellana: Special Events Manager  
Sandra Limjuco: Volunteer Services Coordinator

Send all questions to [womenbuild@habitatmm.org](mailto:womenbuild@habitatmm.org)

