



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!

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



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

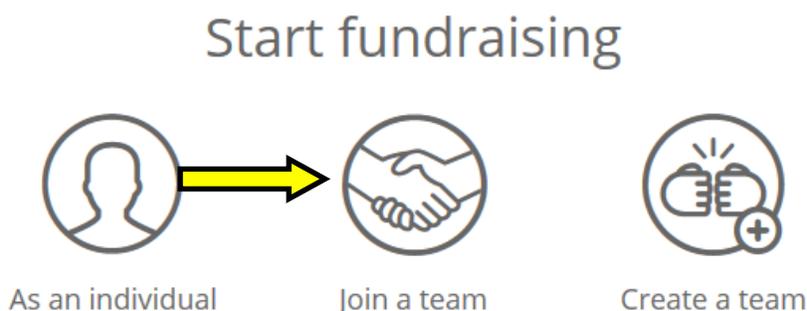
1. **GO TO:** <https://give.classy.org/WBMetroMD2022>

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

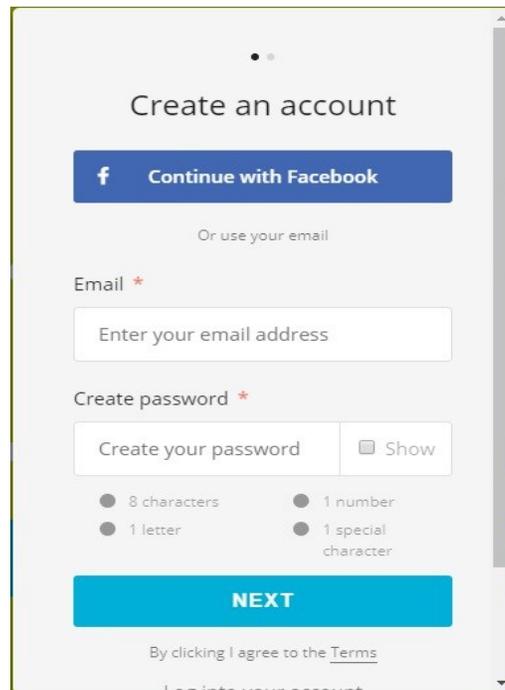
A short URL can make it easier for people to find your team page and donate. But, it is not necessary to fundraise successfully.



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

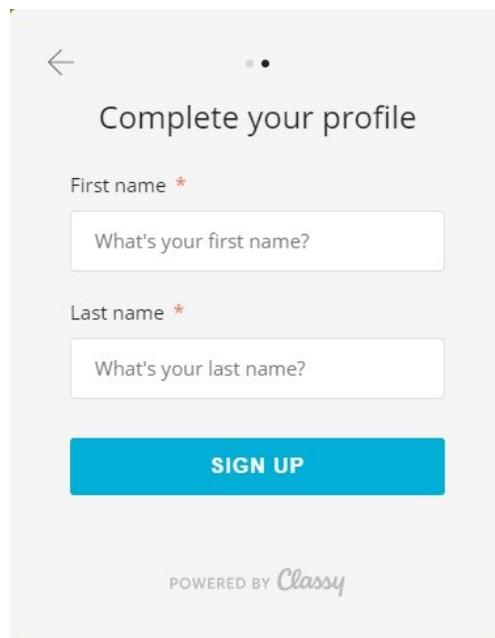
However, we encourage you to raise more. The more you raise helps us build even more strength, stability and self-reliance through shelter.

5. Create an account



The screenshot shows a mobile app interface for creating an account. At the top, there is a title "Create an account" and a blue button with a Facebook logo and the text "Continue with Facebook". Below this, it says "Or use your email". There is a text input field for "Email" with a red asterisk and the placeholder text "Enter your email address". Below that is a "Create password" section with a red asterisk, a text input field for "Create your password", and a "Show" button. Underneath the password field are four requirements: "8 characters", "1 number", "1 letter", and "1 special character", each with a radio button. At the bottom, there is a large blue button labeled "NEXT". Below the button, it says "By clicking I agree to the [Terms](#)" and "Log into your account".

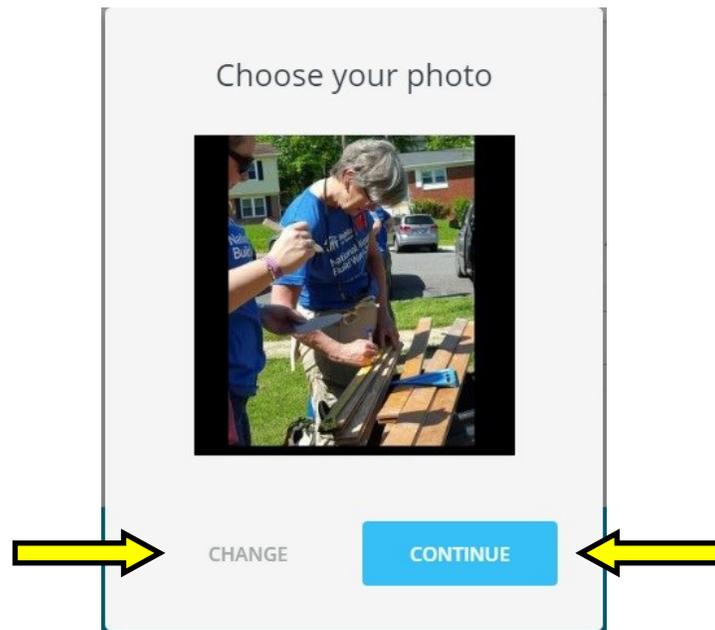
6. Complete your profile



The screenshot shows a mobile app interface for completing a profile. At the top left, there is a back arrow. The title is "Complete your profile". Below the title, there is a "First name" section with a red asterisk and a text input field with the placeholder text "What's your first name?". Below that is a "Last name" section with a red asterisk and a text input field with the placeholder text "What's your last name?". At the bottom, there is a large blue button labeled "SIGN UP". Below the button, it says "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.

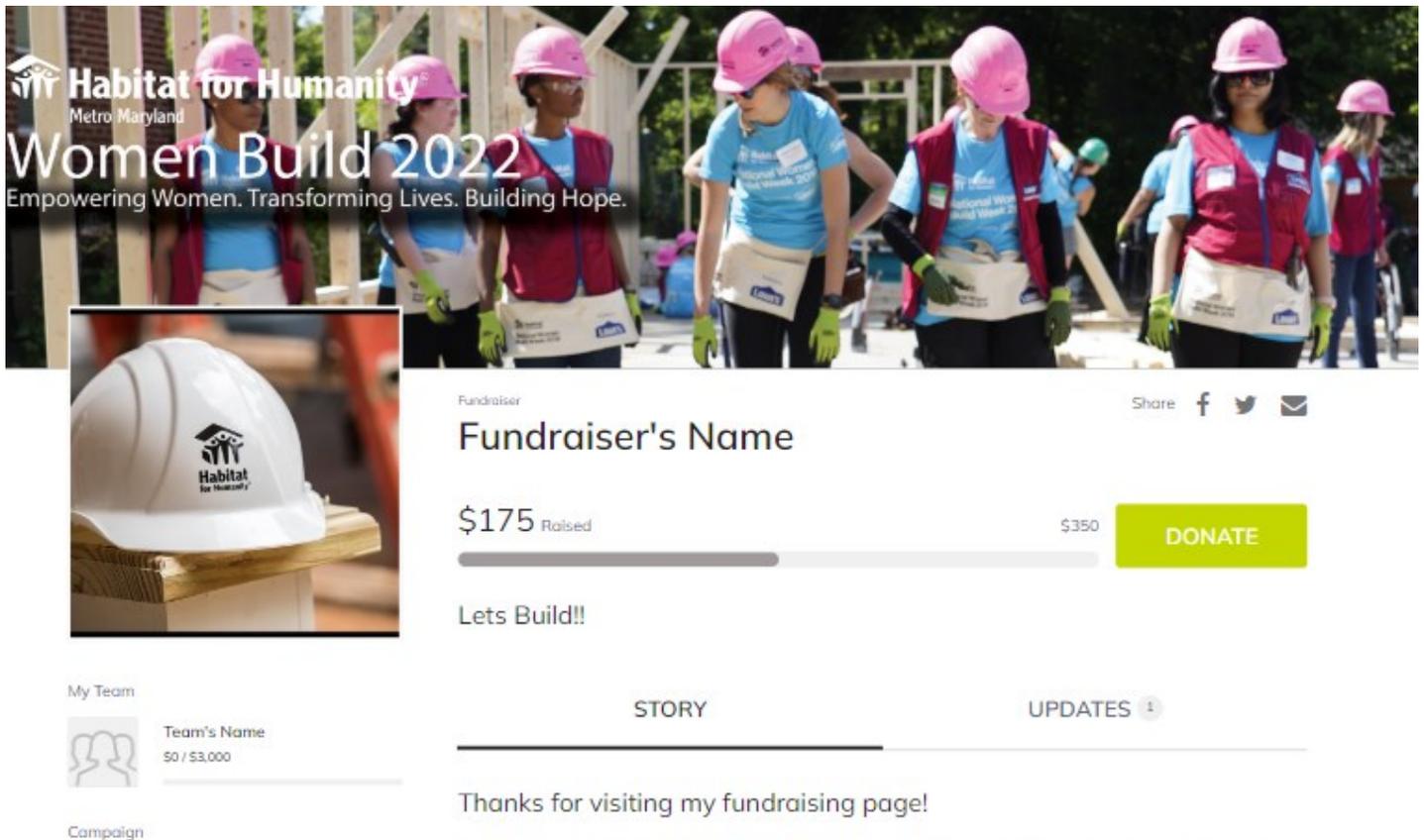


Click "Continue" to be taken to your team page.

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 image shows a screenshot of a fundraising page for Habitat for Humanity Metro Maryland. The main banner features a group of women wearing pink hard hats and blue shirts with red vests, standing on a construction site. The text on the banner reads "Habitat for Humanity Metro Maryland Women Build 2022 Empowering Women. Transforming Lives. Building Hope." Below the banner is a white hard hat with the Habitat for Humanity logo. The page layout includes a "Fundraiser's Name" field, a progress bar showing "\$175 Raised" out of "\$350" with a green "DONATE" button, and a "My Team" section with a placeholder for a team name and goal of "\$0 / \$3,000". The page also has "STORY" and "UPDATES" tabs, and a message that says "Thanks for visiting my fundraising page!".

Fundraiser's Name

\$175 Raised \$350 [DONATE](#)

Lets Build!!

My Team

Team's Name
\$0 / \$3,000

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 shows a team page for Habitat for Humanity Metro Maryland. The main header features a photo of women in pink hard hats and blue shirts at a construction site, with the text "Women Build 2022 Empowering Women. Transforming Lives. Building Hope." Below this is a smaller image of pink hard hats. The page includes a "JOIN TEAM" button and a "DONATE" button. A progress bar shows \$700 raised out of a \$3,500 goal. The "Campaign" section identifies the event as "Women Build 2022 Habitat Metro Maryland" with a goal of \$225,000. A "Team Rank" sidebar lists three teams, with the current team at the top. The main content area has a "Team's Name" section with the slogan "Its Time To Build!!", followed by "LEADERS" and "MEMBERS" tabs. The "LEADERS" tab is active, showing four categories: "WEEKLY WINNER" (Bob Robertson, \$725 raised this week), "MOST RAISED" (Rick Dickens, \$2,890 Raised), "MOST DONORS" (Alice Allison, 52 Donors), and "MOST ACTIVITY" (Liz Elizabeths, 74 Comments). Below this are "STORY" and "UPDATES" tabs. The "STORY" tab is active, displaying the text: "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."

FREQUENTLY ASKED QUESTIONS

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

