Habitat for Humanity®
Metro Maryland

WOMEN BUILD 2022

Team Leader Tool Kit



TEAM LEADERS

Congratulations on deciding to become a Women Build 2022 Team Leader!

You have taken the first step to transforming lives and helping to build strength, stability and self-reliance through shelter. Thank You!!!

Since 1982, Habitat for Humanity Metro Maryland has been working to bring people together to build homes, communities and hope. One way we do this is through our Women Build initiative.

Women Build is an unique opportunity for you to make a difference in the lives of hard-working families right in your local community. Women Build works to recruit, nurture, train, and empower women to address and help solve the housing crisis right in their own backyard. It doesn't exclude men but rather encourages women to break down stereotypes and learn the skills to help build a home.

As a Team Leader, **you** play a critical role in Women Build 2022. You will inspire and motivate other like-minded women to pick up a hammer and get involved to create positive change in our communities.

This packet will give you some ideas for recruiting and energizing your team, as well as tips for making your fundraising efforts a success in support of Habitat's mission to build decent and affordable housing in Montgomery and Prince George's County.

Thank you for your leadership and dedication! We could not continue our mission were it not for people like you!

Warm regards,



TABLE OF CONTENTS

Welcome and Table of Contents..... 2-3

Corporate Sponsors..... 4

Next Steps for Team Leaders..... 5

Team Recruitment Ideas..... 6

Team Fundraising Ideas..... 7-8

Building A Team Page and Individual Page 9-14

Sample Recruitment Email 15

Fundraising Ideas, Incentives and Memory Jogger..... 16-19

Donation Form..... 20-21

FAQ & Resources..... 22-23

Contact Information..... 24



SPONSORS

Community Sponsors

CHOICE HOTELS

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We make home possible®

GEICO PHILANTHROPIC FOUNDATION

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Feeling Good on the Move®
An Autogrill Company

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Pepco
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Truist

Next Steps for Team Leaders

The Team Leader is critical in making Women Build a success.
Here's a step-by-step outline to help you! If you have any questions, reach out to Lisseth Orellana or Paige Beyer at womenbuild@habitatmm.org.
This year's Women Build begins in April and extends thru June.

1. Set up your team page on Classy

Classy is the fundraising website that will help you share your fundraising mission and goals with friends and family, raise funds and track donations. Simply go to our link below and follow the directions on **(page 9)** in this packet. You need to create a new team page for 2022 even if you had one last year.
http://give.classy.org/WBMetroMD2022

2. Create unique team names

Be Creative!!! In the past, team names have included: Tough as Nails, Hard Hats and Heels, Riveting Roses, Women with Power Tools and more. This is a great opportunity to channel the energy of your team to make an impact and have FUN!!!
We do reserve the right to ask you to change a team name if it is determined that the name does not help advance our mission.

3. Recruit team members

Use **Classy** to invite friends, family, colleagues, book club members, or anyone you know to join your team. Check out the suggestions **(page 6)** for ideas on who to recruit. Customize the email recruitment examples **(see page 15)** to invite women to join your team.

4. Fundraise

Be sure that everyone you recruit as a team member understands that each member of your team is responsible for raising a minimum of $350 by your team's build date. This money helps fund our homebuilding and revitalization programs. Habitat has a great website where you can create your own personal fundraising page and very easily ask for donations from friends, family, and colleagues. Follow the directions on **(pages 9-14)** in this packet to set up your own page.

5. Choose your build date

Once you have set up your team page and personal fundraising page, send an email to womenbuild@habitatmm.org with your top three dates for your team to build. We will do everything possible to honor your dates but it is based upon first come, first serve.

Remind your team of deadlines and incentives

Although $350 is the minimum required to participate in the Build, many builders set a goal based on the amount needed to earn a particular incentive. Be sure your team members know what's in store for them if they raise more money. Team members will receive their incentives either on their build day or within one month of their build day.



Teams must raise the $3,500 minimum by their scheduled build day but we encourage people to continue to fundraise through June. Habitat staff will work with you to identify any team members who are falling behind on their fundraising. It's important to work with your team members when they have time to do something about it, so give them an opportunity to close the gap and keep their build spot by staying in touch with them about their fundraising.

Team Recruitment Ideas

Get them passionate about Habitat's mission and get them pumped to spend the day working in construction with perks of pampering! Just the way Women Build should be!



- **Begin by thinking of groups you are involved in that might like to be invited to the build:** Perhaps you are part of a women's investment group, church group, book club, or professional association – those are good places to begin your list.

- **Host an Event:** Have your potential team members over to your house or private space for a party. A representative from Habitat can be available to make a brief presentation about Women Build, answer questions, and get your team members registered on the website.

- **Women Build at Work:** If you are recruiting team members from your place of work, a representative from Habitat is available to come to your work place and make a brief presentation about Women Build, answer questions and get your team members registered on the website.

Team Fundraising Ideas

Writing letters and using your personal Habitat webpage are proven, successful fundraising methods. When asking for donations, remember these helpful tips:



- Ask everyone you know to donate, join your team, or start a team of their own. Send your fundraising letter with a link to your team page to your holiday card list, business and networking contacts, company vendors – everyone!
- Do you use Facebook/Twitter/Instagram/LinkedIn? Be sure to promote your fundraising efforts on those sites and include a link to your fundraising team page.
- As you create a fundraising plan for your team, consider planning one (or more) of the following successful fundraising events to help your team reach its goal. (Work with your executive leadership to secure approval for all company fundraising activities.)

Plan a Dress-Down Day/Casual Fridays/Spirit Day

Steps to success:

-Dress-Down Fridays will be offered on (list specific days.)
-Participants will pay $5 on those days to dress casually/in favorite sports team apparel, etc.
-Participants will turn in funds to their team leader.
-The event will be promoted via email the week before each Dress-Down Friday.

Send Out a Vendor Letter

Steps to success:

-Compile a list of all your company vendors, such as janitorial services, food services, tech support, building management, insurance carrier, and legal services.
-Write the letter. A sample vendor letter is available from womenbuild@habitatmm.org
-Follow up! Contact your vendors by phone and/or email to encourage them to donate to your team.

Use Incentives to Encourage Team Registration and Fundraising

Steps to success:

Raffle off the following:

-The CEO parking space for a month to the team member who raises the most funds that month
-Lunch with the CEO for the first three team members who raise $500
-A day off (with pay!) for the top team fundraiser at the end of the campaign.

More Team Fundraising

Organize a Bake Sale

Steps to success:

-The sale will be held on (specific day and location)
-Create a list of potential bakers and enlist their support
-Recruit volunteers to take shifts throughout the day
-The event will be promoted to all employees by email and flyers on each floor the week before the sale

Organize a Workout Event

Steps to success:

-The event will be held on (specific day, time, and location)
-Charge for a flat donation or ticket to participate
-Work with a local trainer to host the event (yoga, Zumba, marathon)
-Solicit local businesses for prizes

Host a Party

Plan a themed dinner/brunch/block party/happy hour, etc.

Steps to success:

-Invite your family and friends. Send out invitations or use www.evite.com to organize your guest list electronically.
-Ask for a flat donation at the door.

Organize a Neighborhood Garage/Yard Sale

A great way to clean out the house and raise big bucks for Habitat for Humanity Metro Maryland.

Steps to success:

-Invite neighbors to participate. More families = more funds raised.
-Promote the event in your local newspaper and with flyers throughout your community

Fundraise at Your Child's School

Organize a Dress-Down Day, Favorite Sports Team Day, or a bake sale. Steps to success:

-Work with your child's teachers and principal

Plan a Weekend Car Wash

Host a car wash on your block, or ask a local religious group or business to use its parking lot for the weekend.

Steps to success:

-Charge a flat rate for cars, trucks and the dirtiest vehicles
-Recruit your family and friends to help
-Post flyers and signs throughout your community

Place Collection Canisters/Coin Boxes in Local Businesses

Ask your local bakery, restaurants, dry cleaner dentist, etc. to place a collection container at the front desk. Watch that spare change add up!

Steps to success:

-Commit to a collection timeline with each business.
-Be ready to share why businesses should support the good work of Habitat for Humanity.

Post on your local list community list serv.

Ask your neighbors and community members to support your Women Build team. Post the link to your page.

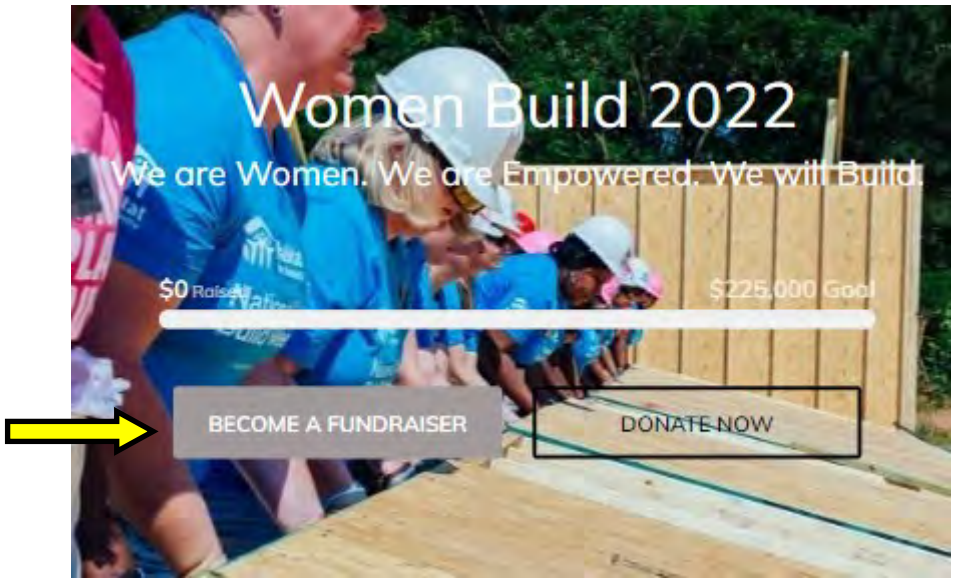
Don't forget to ask your company about matching gifts!

HOW TO GET STARTED WITH A TEAM

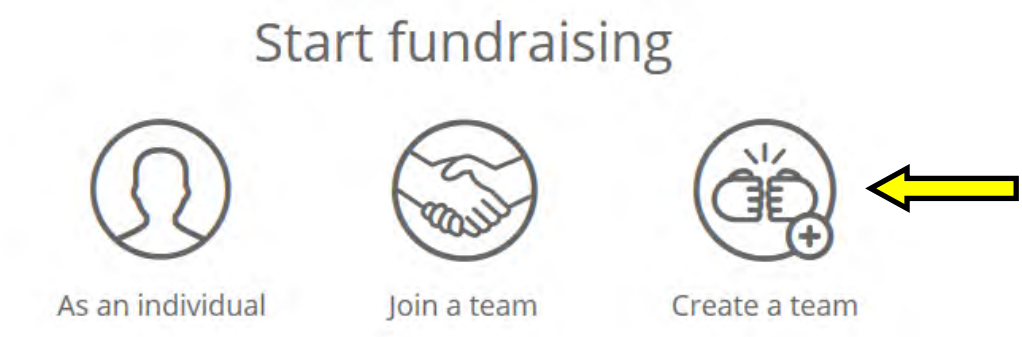
1. GO TO: *https://give.classy.org/WBMetroMD2022*

HOW TO GET STARTED

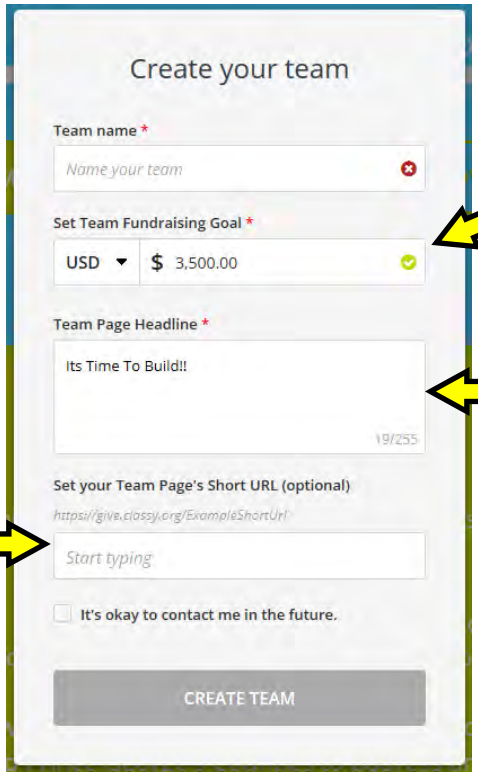
Once you are on the Habitat for Humanity Metro Maryland Women Build 2022 fundraising page you will see two large buttons on the sidebar: "Become a Fundraiser" and "Donate Now". Choose "Become a Fundraiser" so you can start raising funds.



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



3. Create your team

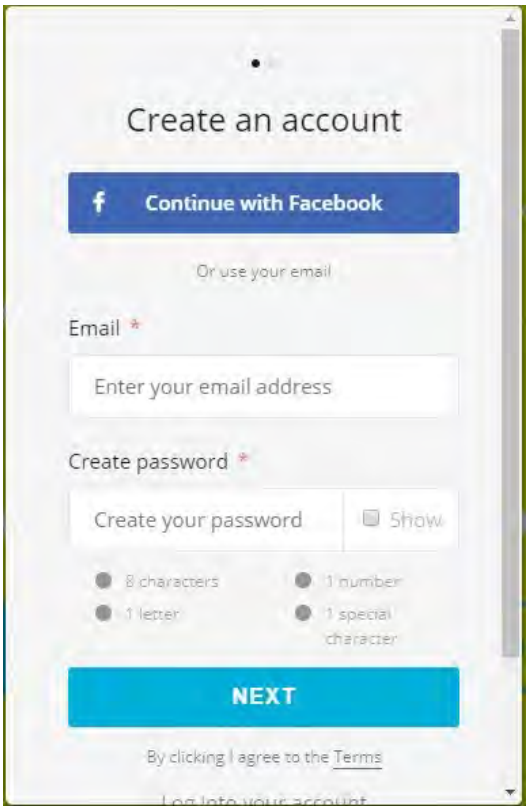


Don't limit yourself to the $3,500 minimum for teams. Feel free to choose a challenge goal.

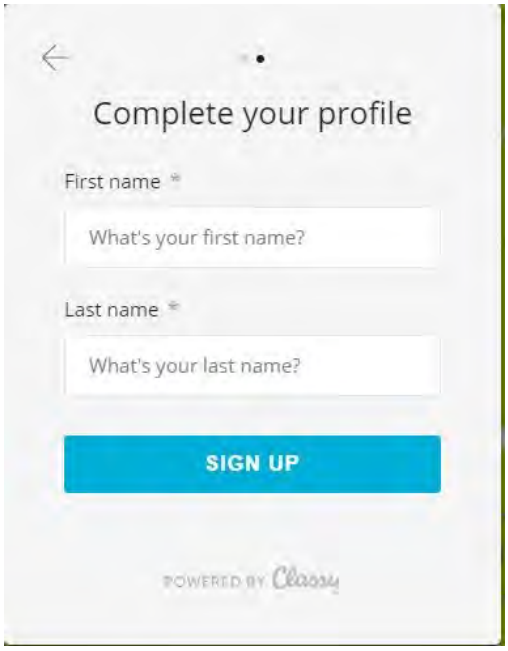
Tell people why Women Build and Habitat for Humanity is important to you, and ask for their support.

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

4. Create an account

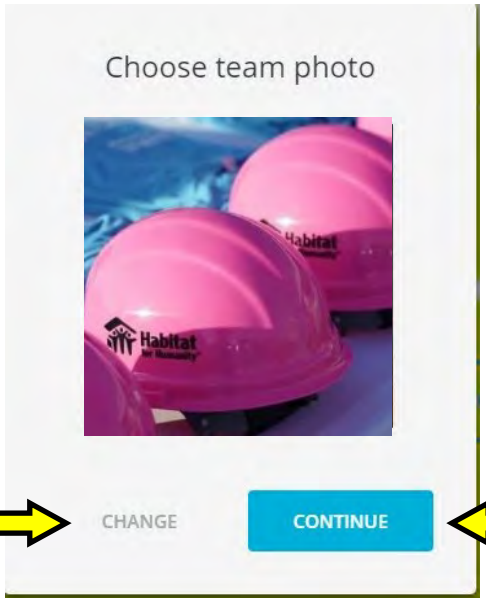


5. Complete your profile



6. Choose your team photo

This is the default photo for all teams. If you would like to change it, click "Change", and upload a

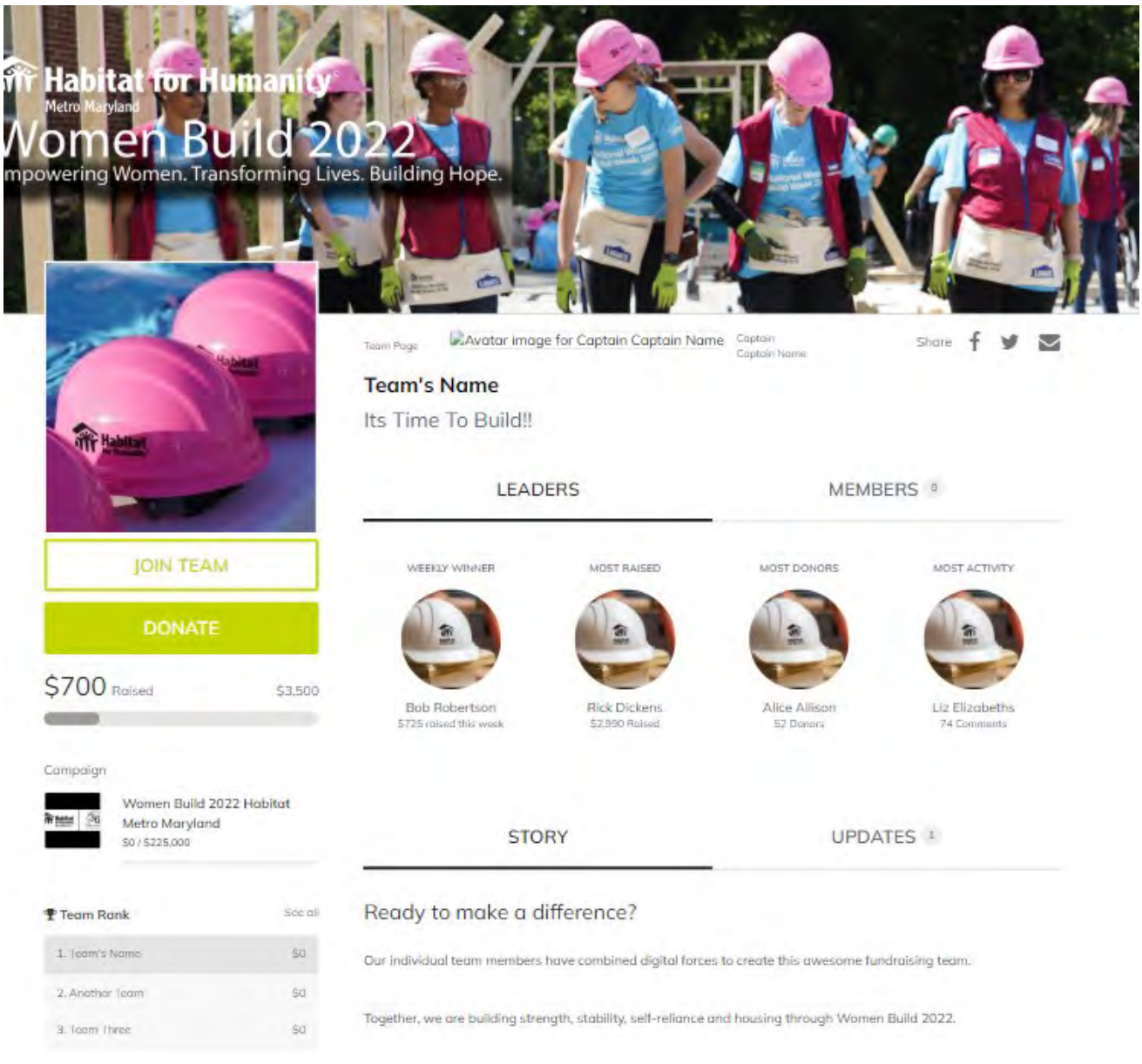


Click "Continue" to be taken to your team page.

TEAM PAGE EXAMPLE ON NEXT 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.



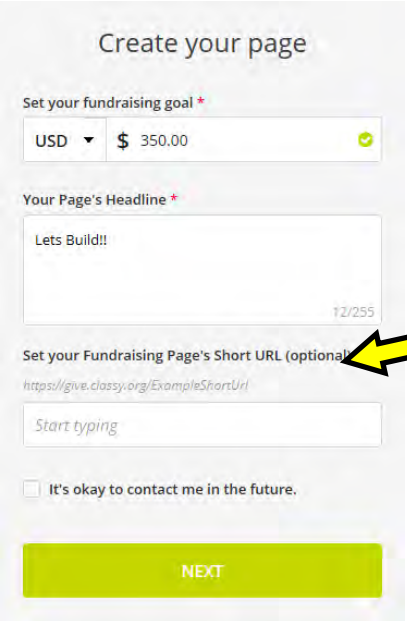
The next step is setting up your own fundraising page...go to page 13.

Creating YOUR own fundraising page

6. On your team page, select “Join This Team”.



7. Create your page



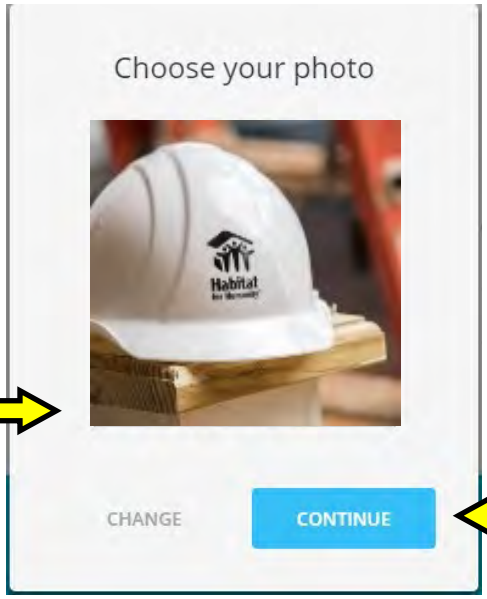
Come up with a fun headline for your page.

A personalized URL can help some people find your page more easily but you are not required to create one. People can use the campaign address: https://give.classy.org/WBMetroMD2022 and they will simply search for your name.

Creating YOUR own fundraising page

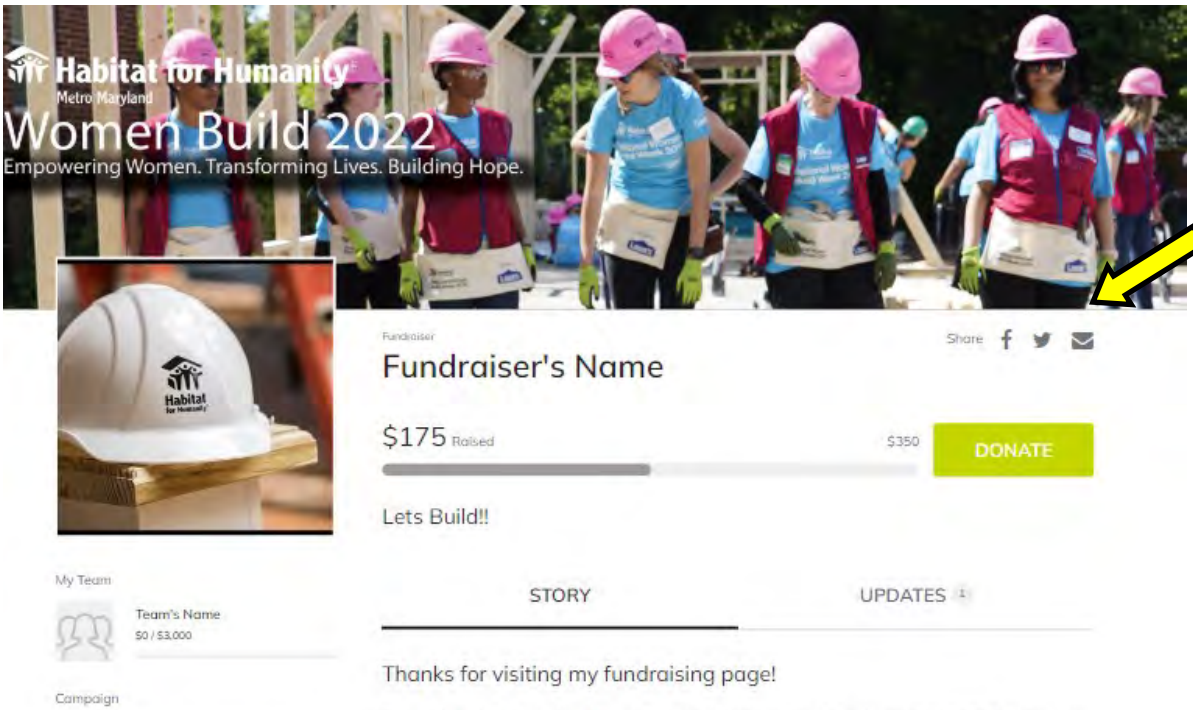
8. Choose your photo

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!



Use this toolbar to share your fundraising page on social media. Get the word out to your friends!

Track the progress of your team use the information provided below your picture.

Sample Email

Recruitment Email Invitation Example *(customize the items in italics)*

Hello Friends and Family,

I'd love to have you join me for Habitat for Humanity Metro Maryland's **Women Build 2022**! This is an effort to **recruit, educate, nurture** and **empower women** to build and advocate for decent and affordable homes while learning valuable construction skills.

The importance and impact of affordable housing is huge. One of Habitat's homeowners captured it best when she said, "My experience with Habitat is one of the best things to happen to me in my life. As a single parent, it allowed me- in the face of what seemed like insurmountable odds- the opportunity to provide a stable upbringing for my son…. The stability we now enjoy has allowed me to continue my education and grow personally and professionally. My son has even received awards for completing his own volunteer service hours. It's just been great!"

That story is just one of the many reasons why I am part of Women Build 2022.

As a team leader, **I am reaching out to see if you will be one of the members on my team**. Each team member is responsible for raising a minimum of $350 to participate. Don't worry—Habitat has created some materials to show you how easy it is to raise $350 or even more for a great cause.

I am really excited to participate and I hope you can join my team! Spots fill quickly, so shoot me an email that you want to be part of my team and we can get started.

You can also check out the fundraising website: http://give.classy.org/WBMetroMD2022

If you're not able to participate, you can still make a donation to our team. Your donation is 100% tax deductible and supports the mission of Habitat for Humanity Metro Maryland to build strength, stability and self-reliance through shelter. Did you know that all of your money supports local families?

Will you join me?

Sincerely,
(Your Name)
(Team Name Team Leader)

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!

Women Build 2022

Individual Participant Fundraising Incentives

$350 → **Women Build Branded T-shirt**



$500 → **Habitat Branded Bucket Hat**



$1000 → **Habitat Branded**



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

$2000 → **Habitat Branded Fleece Vest**



INCENTIVES CAN BE EARNED THRU THE ENTIRE WOMEN BUILD EXPERIENCE!

$3000 → **2nd Generation Apple Airpods**



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 than the images shown

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

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

And...

Accountant
Aerobics Instructor
Alterations
Attorney
Baker or Caterer
Bank Teller
Bartender
Bookkeeper
Butcher
Carpet Cleaner
Chiropractor
Dentist
Dietician
Electrician
Electrolysis
Engineer
Engraver
Exterminator
Financial Planner
Interior Decorator
Notary
Nurse
Nutritionist
Office Cleaner
Optometrist
Painter
Pharmacist
Photographer
Physical Therapist
Physician
Piano Instructor
Plumber



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!

FREQUENTLY ASKED QUESTIONS

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.

Can I change my build day after I register?

We encourage you to think carefully about your build day before submitting your request for a date. Build days fill up quickly and there is a good chance we will be unable to change your day after you have registered.

Why do we have to fundraise?

In order to build decent and affordable housing in Montgomery and Prince George's Counties, we need not only your talent and time but also funds to purchase land, materials and pay for other key elements in the construction of homes. If you have never fundraised, it may seem daunting but don't worry because HFHMM offers personalized online fundraising pages, helpful tips, and incentive prizes to make it easy. Check out page 9 of this packet.

What happens if my team does not reach its minimum goal? What happens if a team member does not meet their minimum goal?

As a non-profit organization, we aim to raise as much money as possible to help families in need. As you can imagine, Women Build is a sell out event and each year, we must turn participants away. In order to be fair to everyone, we require each team to raise a minimum of $3,500 (even if there are some individual team members that are unable to reach the minimum goal of $350) to participate in the team's build day. Teams that are not able to meet the minimum will be asked to forfeit their build day.

Be fearless! We find that people surprise themselves. Women Build participants come from all walks of life. Young and old, business executives and students alike have found creative ways to raise money. Contact Habitat staff (WomenBuild@habitatmm.org) to get fundraising tips and support.

What if my team has fewer than 10 people?

Your team can still participate in a build day however, the team is still expected to raise $3,500.

How can I help promote Women Build?

You can spread the word by including Women Build in your social media updates, company newsletters, community newspaper, community list servs, etc., and ask them to highlight your participation in an article. Put posters in your place of work. Encourage your book club, exercise class or faith group to register a team.

FREQUENTLY ASKED QUESTIONS

Do my team members need construction experience or expertise?

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

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.

I have more than 10 people who want to come. What do I do now?

The maximum group size on the build day is 10 people per team. For groups over 10, you can create two (or more) teams and join all teams together as an alliance. Please note that space is limited and offered on a first come, first serve basis and each team of 10 must raise $3,500.

What does Habitat for Humanity do with the funds raised?

Habitat uses the funds to advance our mission of building homes, communities and hope.

What if someone wants to make a general donation to help out our team?

Wonderful! You can later move the money to a fellow team member who may need help reaching the $350 goal.

If my team members receive donations in the form of cash or checks, what should they do?

While the online fundraising tool is handy, cash and checks are welcome, too! Just have your team members provide the donation form (on page 12 of this packet) to their donors. **Donations should be sent to Habitat for Humanity Metro Maryland by the day you are scheduled to build.** All checks should be made out to Habitat for Humanity Metro Maryland with "Women Build (or WB)" and the participant's name written in the memo line. When sending funds to Habitat, please ask all your team members to include a copy of their donation form (a copy is in this handbook) because we want to be sure to credit the right person for the gifts! Your cash/ checks will be credited to your web page as "offline" donations.

How will my supporters be recognized?

Habitat will send a thank you letter to each person who supports you financially. Don't forget to take pictures of your team working and send to your supporters.

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.

Habitat for Humanity®
Metro Maryland

WOMEN BUILD 2022

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
Lisseth Orellana: Special Events Manager
Sandra Limjuco: Volunteer Services Coordinator

Send all questions to womenbuild@habitatmm.org



