

Toolkit for Team Leaders  
& Team Members

# WOMEN BUILD 2026



## Congratulations on making the commitment to participate in Women Build 2026!

You have taken the first step to transforming lives and helping build homes, communities, and hope. 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 a 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 Women Build participant, you play a critical role in Women Build 2026. 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 Counties.

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

Best,

A handwritten signature in blue ink, appearing to read "Jeffrey Dee", with a stylized, flowing script.

Jeffrey Dee, President & CEO  
Habitat for Humanity Metro Maryland

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# Women Build 2026

## SPONSORS

### Premier Sponsor



### House Sponsors

Allan Myers  
Boland  
Build Girls & Shimmick  
Chaney Cares  
Host Hotels & Resorts  
Pearlman Meekin & Co  
Truist

# Next Steps for Team Leaders & Team Members

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, please email [womenbuild@habitatmm.org](mailto:womenbuild@habitatmm.org).

## Get Started

Classy is the fundraising website (the place to officially register your team) to set up your team page as well as your individual participant profile page. Classy will help you raise awareness regarding the critical need for affordable housing, share your fundraising goals with friends and family, raise funds and track donations. If you are a team leader and need to set up your team's page, follow the instructions below. To join a team and create your individual participant profile page, jump ahead to (page 10) and follow the instructions beginning at #6.

### 1. Team Leaders: Set up your team page on Classy

Simply go to our link below and follow the directions on (page 8) in this packet. You need to create a new team page for 2026 even if you had one last year.

<https://give.classy.org/HFHMMWomenBuild2026>

### 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. 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 on (page 6) for ideas on who to recruit. Customize the email recruitment examples (see page 14) to invite women to join your team.

### 4. Fundraise

For Individual Teams, be sure that everyone you recruit as a team member understands that each member of your team is responsible for raising a minimum of \$400 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 9-13) 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](mailto:womenbuild@habitatmm.org) with your top three dates for your team to build. Team must raise 75% of the team's fundraising goal in order to lock-in a date. We will do everything possible to honor your dates, but it is based upon first come, first serve.

### Ready to set up your Individual Team Member page and join a Team?




This same website (Classy) provided by Habitat, is a great platform where you can create your own personal fundraising page and very easily ask for donations from friends, family, and colleagues. Follow the directions on (page 10) in this packet to set up your own personal participant profile page.



# 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 workplace 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](mailto: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](http://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 listserv.

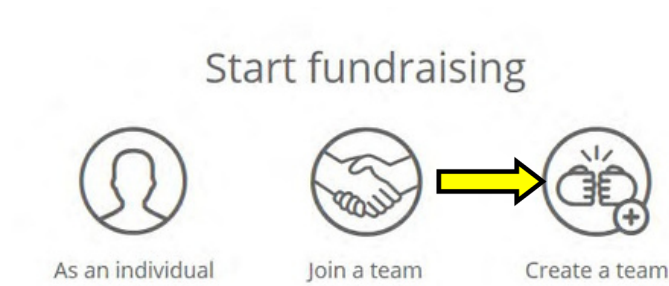
Ask your neighbors and community members to support your Women Build team. Post the link to your page.

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



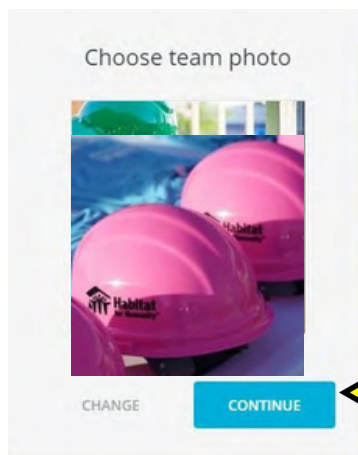
# How To Get Started With A Team

1. Go to <https://give.classy.org/HFHMMWomenBuild2026>
2. Once you are on the Habitat for Humanity Metro Maryland Women Build 2026 fundraising page you will see two large buttons: “Become a Fundraiser” and “Donate Now”. Choose “Become a Fundraiser” so you can start raising funds.
3. The next screen will say “Start Fundraising”, with two options: “Join a team” and “Create a team”. Select “Create a team”.



4. Create a Classy account, or log in if you have participated in the past.
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 photo.



Click “Continue” to be taken to your team page.

## 7. Create your team page.

The screenshot shows a 'Create your team' form with the following fields and annotations:

- Team name \***: A text input field with the placeholder 'Name your team'. A yellow arrow points to it from the left with the text: 'This can make it easier for people to find your team page and donate. But it is not necessary to fundraise successfully.'
- Set Team Fundraising Goal \***: A section with a currency dropdown set to 'USD' and a goal amount of '\$ 4,000.00'. A yellow arrow points to it from the right with the text: 'Don't limit yourself to the \$4,000 minimum for teams. Feel free to choose a challenge goal.'
- Team Page Headline \***: A text input field with a character count '0/255'. A yellow arrow points to it from the right with the text: 'Tell people why Women Build and Habitat for Humanity is important to you, and ask for their support.'
- Set your Team Page's Short URL (optional)**: A text input field with the placeholder 'Start typing' and a yellow arrow pointing to it from the left.
- It's okay to contact me in the future.**: A checkbox that is currently unchecked.
- CREATE TEAM**: A grey button at the bottom of the form.

### Important Reminders

Although \$400 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 \$4,000 minimum by their build day, though fundraising may continue through June. Habitat staff will help identify team members who are behind, and team leaders should stay in touch to give them time to close the gap and keep their build spot.

## Congratulations!

You've made your team page.  
Now, the fun begins!

## 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.

Team Page Captain Captain Name [SHARE](#)

### Team's Name

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

Welcome to our team page!

Our individual team members have combined digital forces to create this awesome fundraising team. Together we will raise more money for Habitat for Humanity Metro Maryland than we ever could alone!

Want to help?

Campaign Women Build 2026  
\$0 / \$330,000

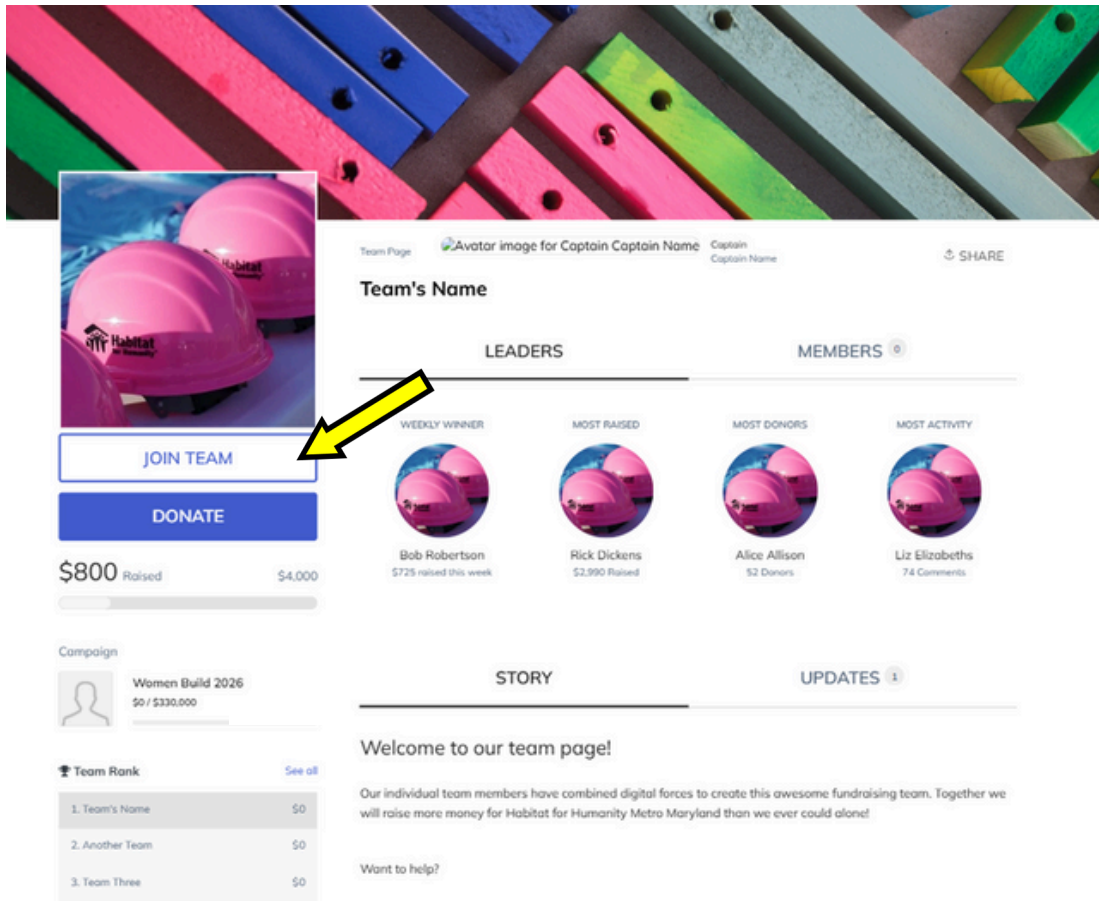
**Team Rank** [See all](#)

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

The next step is setting up your own fundraising page...go to page 12.

# Creating Your Own Fundraising Page

1. On your team page, select “Join Team”.



2. Create your page

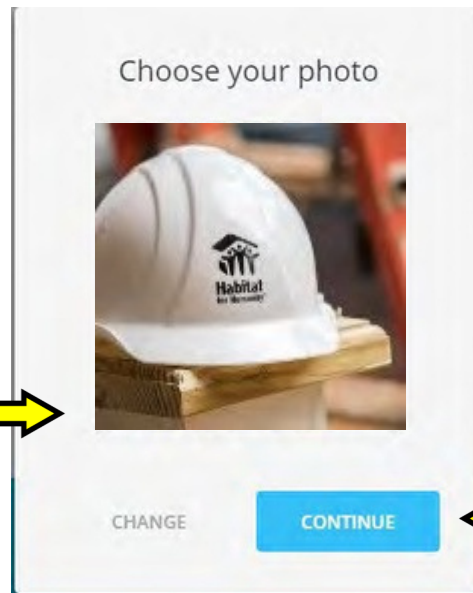
The 'Create your page' form is shown. It starts with a checkbox labeled 'I'm fundraising to honor someone else'. Below this is the 'Set your fundraising goal' section, which includes a note: 'Currency cannot be changed once a donation to your page has been made.' The currency is set to 'USD' and the goal is '\$ 400.00'. The next section is 'Your Page's Headline', which has a text input field with a character count of '0/255'. A yellow arrow points to this input field. The final section is 'Set your Fundraising Page's Short URL (optional)', with a note: 'https://give.classy.org/ExampleShortUrl'. It includes a text input field with the placeholder 'Start typing'.

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/HFHMMWomenBuild2026> and they will simply search for your name.

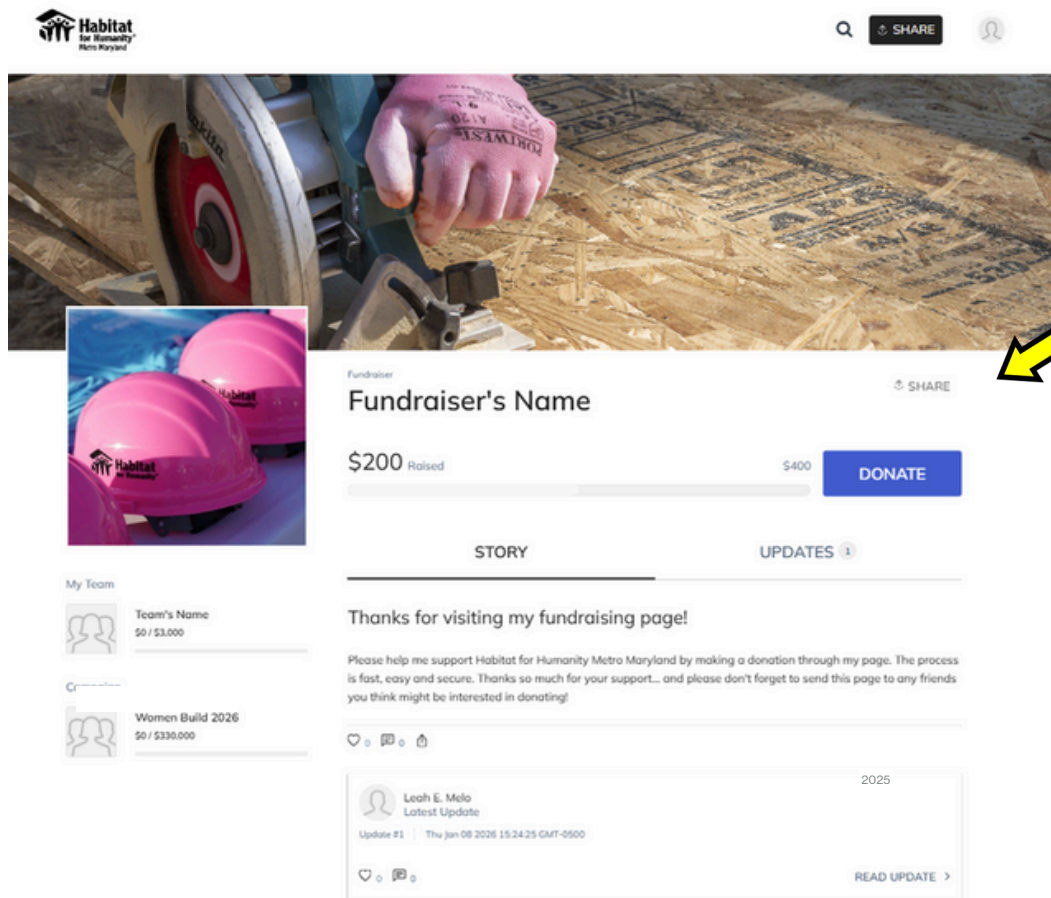
### 3. Choose your photo

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 using 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 2026**! 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 2026.** 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 \$400 to participate. Don't worry—Habitat has created some materials to show you how easy it is to raise \$400 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: <https://give.classy.org/HFHMMWomenBuild2026>

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 homes, communities, and hope. 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 \$400 in one week?

Make a donation to yourself – \$50  
Ask 6 family members for \$25 each – \$150  
Ask 5 neighbors for \$10 each – \$50  
Ask 10 friends for \$15 each – \$150

**TOTAL: \$400**



## How do I raise \$800? That's easy!

Make a donation to yourself – \$75  
Ask 5 family members for \$25 each – \$125  
Ask 10 co-workers for \$10 each - \$100  
Ask 10 neighbors for \$10 each – \$100  
Share your Classy fundraising page on social media – \$200  
Ask 10 friends for \$20 each-\$200

**TOTAL: \$800**

## I want a challenge! How can I raise \$1,600 in a week?

Make a donation to yourself – \$100  
Ask 8 family members for \$25 each – \$200  
Ask 10 co-workers for \$10 each - \$100  
Ask 10 neighbors for \$15 each – \$150  
Ask 20 friends for \$20 each – \$400  
Share your Classy fundraising page on social media – \$300  
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 – \$150  
Clean out your garage for a yard sale – \$100  
Have two bake sales – \$100

**TOTAL: \$1,600**

Don't forget to ask your company about matching gifts and watch your donations double! 16

# Women Build 2026

## Individual Fundraiser Incentives & Recognition

### Incentive Levels

**\$400**

**Women Build  
branded t-shirt**



**\$800**

**Habitat branded  
wireless Speaker  
with phone stand**



**\$1,600**

**Habitat branded  
wireless neck fan**

**Top 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!**

**Incentives are cumulative, the more you raise, the more you receive!**

### Rock the Women Build Hard Hat

Showcase your support for Women Build with your very own hard hat! It's the perfect keepsake to celebrate the Women Build 2026 season and you can make it uniquely yours with stickers. Grab yours at a special rate: only \$1,000 per team or \$100 per participant.

Please note, you are not required to purchase your own construction hat to build with us.



# 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, 2026. 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 600**  
**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:

<https://give.classy.org/HFHMMWomenBuild2026>

**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 16) 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 sellout 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 \$4,000 (even if there are some individual team members that are unable to reach the minimum goal of \$400) 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](mailto: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 \$4,000.

### 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 serves, 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 – 3:00 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 \$4,000.

### 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 \$400 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 20 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.

# WOMEN BUILD 2026

## We look forward to building with you!

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

Paige Beyer: VP of Development

Liseth Orellana: Director of Marketing & Events

Geoff Thomas: Director of Corporate Relations & Engagement

Sandra Limjuco: Volunteer Supervisor/ Safety Officer

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

