



Habitat for Humanity®

Chicago

# WOMEN BUILD

## team leader packet





# Your Build Day

## 7:30 am - 3 pm

<b>7:30am</b>	Arrival on site
<b>8:00am</b>	Welcome and Safety Orientation
<b>8:15am</b>	Work begins
<b>11:15am</b>	Group photo
<b>11:30am</b>	Complimentary Lunch - Provided on Site
<b>12:30pm</b>	Work resumes
<b>2:30pm</b>	Clean up
<b>2:45pm</b>	Wrap-up and Fundraising Prizes
<b>3:00pm</b>	Volunteer Departure

\*\*We will build rain or shine. In the event of extreme weather, we will communicate any plan changes with all team leaders via email.

## What to bring

Get ready to get dirty! Here's what you should wear:

- Pants, no shorter than your knees, that you don't mind getting dirty
- Close-toed/durable shoes, boots preferred
- Avoid wearing any dangly or important jewelry and secure long hair

All participants will be given a Women Build t-shirt the morning of their build, please come ready to put it on!

Other things you may want to bring include:

- Work gloves (if you have them)
- A hat or sunglasses
- Layers as necessary
- Sunscreen, chapstick, etc.
- A reusable water bottle

## Parking

Free parking is available on W 120<sup>th</sup> St., S Lowe Ave., or S Union Ave south of W 120<sup>th</sup> St.

Please note: Union Ave between 119<sup>th</sup> & 120<sup>th</sup> will be closed for the event.

# Dates & Deadlines

## Mark your calendar:

**April 7 - May 6:** Build your team. Sign up through [events@habitatchicago.org](mailto:events@habitatchicago.org).

**May 7:** Public signups open on [chicagowomenbuild.org](http://chicagowomenbuild.org)

**June 12:** Have your full team signed up on [chicagowomenbuild.org](http://chicagowomenbuild.org)

**July 10:** Fundraising deadline for \$350 minimum and to qualify for incentives\*

**July 11 (midnight):** Fundraising deadline for top team contest

**July 12-16:** Women Build!

\*Participants may continue fundraising past this date to compete for the top team prize and to help fund the home but will not qualify for larger individual incentives.

# Build a team!

Each team will have 12 participants; as a team leader, we ask for your help to recruit a full team. All women are invited! Our only requirements are that they meet the minimum age to participate - 16 (with a 4:1 youth to adult chaperone ratio) and that each team member meets the minimum \$350 fundraising goal. Think beyond your best friends! Women Build appeals to many women and with a little brainstorming, you will probably come up with a big list of women to ask.

Consider women who:

- Have a profession or interests that align with Habitat's mission
- You think would connect with the woman-focused mission of the event
- Are excited about the idea of helping and empowering fellow women

## Who could be on my team:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

We suggest taking a few minutes to do a network mapping exercise that may help generate some less obvious possibilities.

- Start with your major life categories
  - (e.g. Work, hobbies, family, education, etc.)
- Branch out to what makes up each of those categories
  - (e.g. Family=church, daycare, sports teams, etc.)
- Start filling in who you know in each of those areas
  - (e.g. Church= Mother Wendy, Nancy and Jim, etc.)

# How to: sign up

## Private signups (now through May 6)

Before public signups open on May 7, you can have people sign up to be on your team by sending the individual's **first name, last name, and email** to [events@habitatchicago.org](mailto:events@habitatchicago.org). If you can, try to group as many signups as you can into one message.

## Public signups (after May 6)

Beginning May 7, you can have team members sign up online.

- Visit [chicagowomenbuild.org](http://chicagowomenbuild.org)
- Click the blue “Register” button along the top of the page. This will redirect to the “Teams” page.
- Interested participants will see all of the teams listed, along with the name of the appropriate Team Leader. They will have the option to “Donate” or “Join”.



- Click “Join” to become a part of your team. They will then be prompted to fill out a simple registration form.

Once they complete the form, your new team member will be able to customize her fundraising page and begin raising money towards her \$350 goal!

(More information regarding the fundraising website can be found on pages 9-11.)

## Common Questions:

### What if I have more than 12 team members?

What a great problem to have! If there is another team open on your build day, members can join that team. If there are no more open slots on your build day, encourage your interested team member to join a team on another day when public signups open! The event will still be a blast and a great experience regardless of who you build with. Bottom line: only 12 women per team.

### What if I don't have enough team members?

That's okay! Do your best to recruit a good team, but you don't have to fill your entire team. Open spots can be filled with overflow from other teams, or from individuals who join the event on their own. We will work with you to make sure you have a full team come your build day!

### Do we all get to build together?

We can't always promise you will be working on each task with members from your team. Construction tasks may not easily break into groups of 12, please come to site willing and open to the idea of working with women from other teams.

### What if I can't be a team leader or I'm sick on my build day?

We hope this doesn't happen! If it does, please let us know as soon as possible.

# Build momentum

One of your biggest jobs is to keep your team motivated. Here are some quick tips and guidelines for being an awesome communicator.

- Be sure you introduce yourself to builders who have signed up on your team that you may not know
- Send encouraging reminders along the way to make sure people are still planning to build and are actively engaged, these frequent check-ins help keep each team member on track for success
- Offer to help builders in their fundraising and ensure they know how to use the fundraising email templates on the fundraising website

## We might suggest:

When	What
When a new team member joins	Welcome her to the team!
When your team is full	Send out a team email welcoming everyone to the team and set clear goals for participation and fundraising
May 12-16 (two months from your build date)	Send a “60 days to go” note with encouragement
First week of June	Send a reminder to anyone who hasn’t started fundraising. Don’t forget: the minimum to participate is \$350
June 12-16 (1 month from your build date)	Send a “30 days to go” note with encouragement
Last week of June	Encourage all team members to meet the \$350 fundraising minimum and to stretch to win a prize by July 10.
June 27-July 1	Organize carpools as needed; double check that everyone understands where to go and when to arrive (7:30)
July 4-8	Cheer on your team as they wrap up their fundraising efforts; get them excited for your build day!
July 18-22	Thank your team for their hard work leading up to and during the event
2017	When Habitat has set the date, rally your team to attend the home dedication ceremony and welcome the Goins home!

# Let's fund a home!

Want to hear something amazing? You could fund an entire home! A crucial part of Women Build is funding the home for Catherine and her children. The funds we raise ensure the Goins family has a safe and decent home to live in long after Women Build ends. As team leaders, we will look to you to encourage your team members to reach their minimum fundraising goal of \$350 and to stretch beyond it.

**Every Women Builder must fundraise a minimum of \$350 to participate in her build day!**

There are many tools available on [chicagowomenbuild.org](http://chicagowomenbuild.org) that make fundraising enjoyable and simple. The fundraising website allows you to send emails directly from the site using templates, as well as post directly to your social media so your friends and family can donate to your page using the link you share.

Please refer to the Quick Reference Guide starting on page 9 for tips and tricks on using the website.

## Goals:

**Individuals:** \$350

**Overall:** \$150,000

## 3 tips for fundraising success:

### Ask

People give because they are asked, it's that simple. People love supporting people they know. Don't forget, when you ask, you are advocating for families like the Goins. You'll be surprised by the support you get simply by asking for it.

### Use [chicagowomenbuild.org](http://chicagowomenbuild.org)

Each builder has her own personal fundraising page. Direct friends and family right to your personal page by sharing your URL and/or by using the built in email tools. Most importantly, you can write why you're building and upload pictures and post videos to show why **you** care!

### Make it specific

Personalize the ask - "**Mom**, will you help me help a Habitat family by donating **\$30** to my goal?" This will help the person you're asking know exactly what you're asking for.



# Let's fund a home!

## Get creative:

Looking to do a little more? Try some of these ideas or come up with your own:

1. Utilize your company's matching gift program (remember, this can take a while, so start early)
2. Have a "jeans day" at your office (anyone wearing jeans donates a few dollars)
3. Work with a local restaurant to donate a portion of sales a few nights – get your whole team to participate
4. Make a quick video of your request and post to your social media channels
5. Celebrate your donors publically (e.g. a social media "thanks") to not only show due appreciation but also to encourage others to follow your donor's example

## More ideas:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## Submitting donations:

**Online:** All donations should go through your personal or team page at [chicagowomenbuild.org](http://chicagowomenbuild.org)

**Offline:** If you receive checks or your donors prefer not to give online, please mail to\*:

Habitat for Humanity Chicago  
Attn: Liz Avants/Women Build  
2201 S. Halsted St. Ste. 1251  
Chicago, IL 60608

\*Be sure to write your name in the memo line or on a note so we can credit your online page with the donation amount.

# Win big!

Who will be the top fundraiser? That's up to you! Earn an additional prize as you climb your way to the top of the Women Builders. Depending on how much you raise, you can earn one of the items listed below. In addition to individual prizes, the top fundraising team will earn a special prize the week of Women Build! Get ready for a friendly competition!

## \$350

Earn a **t-shirt** and partake in some **feel-good fun**.

## \$500-\$749

Sport some **Women Build workout gear**.

## \$750-\$999

Take your construction skills home with a **Women Build tool kit**.

## \$1,000-\$1,499

Unwind - enjoy a **group pass to a city museum or tour**.

## \$1,500+

See the city in a new light on a **helicopter tour for 2** or relax during a **spa experience for 2**.

## Top Team

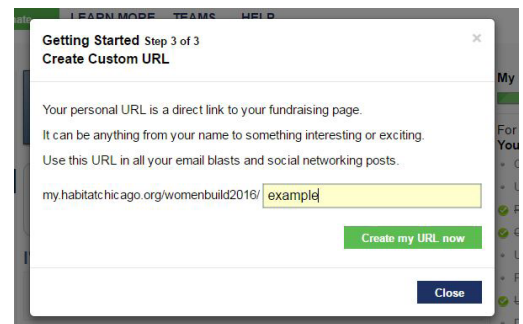
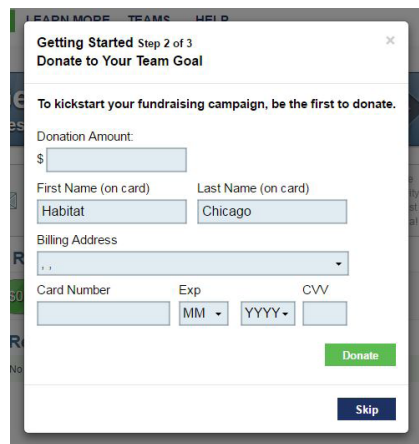
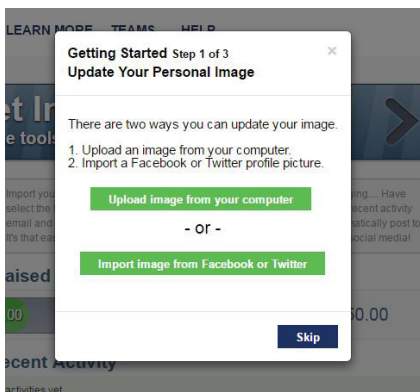
Swap your nail apron for a kitchen apron at a **private cooking lesson for 12**.

## Using your individual page:

**Step 1:** Login on the **chicagowomenbuild.org** home page using the credentials provided by Habitat Chicago.



**Pro Tip:** The first time you login to the website, it will show you three easy steps to starting your fundraising page. Follow these steps - the more personalized your page is, the easier it is to raise!

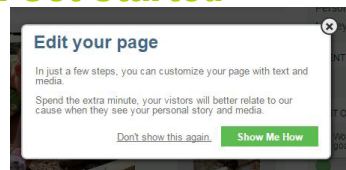


**Step 2:** Continue customizing your page - use the tasks outlined along the right of the page to make your page 100% you. Start by choosing "Personalize Your Page".

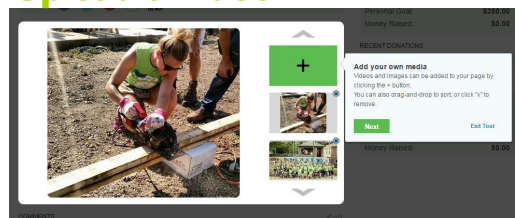
- For an **Effective Campaign You Should:**
- ✔ Create Custom URL
  - ✔ Update Your Personal Image
  - ✔ RSVP for Women Build 2016
  - ✔ Create or Join a Team
  - ✔ Update Account Details
  - Personalize Your Page
  - ✔ Update Your Goal
  - Donate to Your Team Goal
  - Connect to Your Social Networks
  - Send a Fundraising Email
  - Post a Message to a Social Friend

**Pro Tip:** Just like when you logged in for the first time, the website is here for you! We suggest using their step-by-step walkthrough to edit your page.

### 1. Get Started



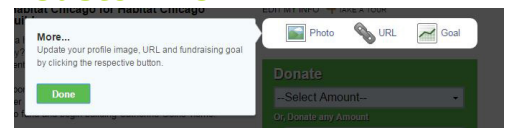
### 3. Upload a video



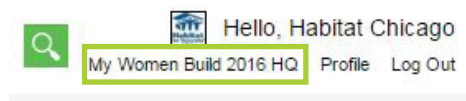
### 2. Tell your story



### 4. Customize



**Done personalizing?** Navigate back to your headquarters by clicking the "My Women Build 2016 HQ" link in the upper right.



# chicagowomenbuild.org

**Step 3:** You just worked hard to make an awesome page. What's next? Share it. Start by clicking "**Send a Fundraising Email**" on your task list or the "**Promote via Email**" tab along the left of the page (both will take you to the same place!)

**Pro Tip:** Let the website do the work for you! Import contacts directly from your contact book and use the outreach templates provided to request support from your network.

Add from Contact Book

Add Friends Manually:

Email  Greeting  [Add Email](#)

Template:

Ask people to donate to your page

Note: please review and edit the email before sending.



Hi, Habitat Chicago

[Edit Account Details](#)

[View My Page](#)

[View Team Page](#)

[My HQ](#)

[My Fundraising Report](#)

[My Team Fundraisers](#)

**[Promote via Email](#)**

[Promote via Social Media](#)

[Social Auto-Post](#)

[Contact Book](#)

[Enter Offline Donation](#)

**Step 4:** Keep sharing! Connect your page directly to your social media accounts by using the "**Social Auto-Post**" tab, which allows the website to automatically post updates to your accounts each time someone supports your goal.

Or you can keep it simple - post updates when YOU want using the suggested language on the "**Promote via Social Media**" page.

**Promote via Social Media**

Let your network know you're involved. Share, tweet or post an update any time you want.


[facebook](#) [twitter](#) [LinkedIn](#)

Post to Your Facebook Wall

Title

Join me in raising \$350 toward Women Build 2016. Together we can make a difference

Select Image



Message Body

Join me in raising \$350 toward Women Build 2016's \$150,000 goal! You can make a donation or join my team by clicking here <https://my.habitatchicago.org/womenbuild2016/example>. Together we can make a difference!

[Open Facebook Dialog](#)

Or, Share Your Page On a Friend's Timeline

[Share on Facebook](#)

**Step 5:** Don't forget to thank your supporters! Travel to the "**My Fundraising Report**" page to send thank you's directly to your donors.

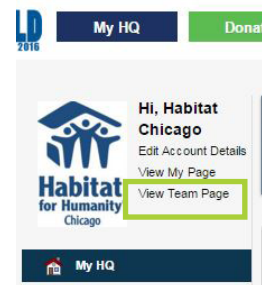
DONATIONS MADE TOWARD YOUR TEAM'S GOAL [Download as CSV](#)

Donor Name	Donor Email	Date Received	Amount	Status	Type	Toward Builder	Action
St. John Stone Community	N/A	3/29/2016	\$175.00	Verified	Check	N/A	N/A
James R	████████@gmail.com	3/11/2016	\$50.00	Verified	Credit Card	N/A	<a href="#">Send Email</a>
Patric	████████@gmail.com	3/2/2016	\$25.00	Verified	Credit Card	N/A	<a href="#">Send Email</a>
Midwest Augustinians	████████@gmail.com	3/2/2016	\$3,000.00	Verified	Credit Card	N/A	<a href="#">Send Email</a>

## Using your team page:

**Step 1:** After you login to **chicagowomenbuild.org**, you can access your team page through your headquarters - click the "**View Team Page**" link along the left side of your page.

From there, using your team page is very similar to using your individual page - you can customize, send emails, and use social media using all the same tools.



**Pro Tip:** Your team page should be just as personalized as your individual page. Using the same tools as when you edited your page, edit the team page to show why your team is the BEST team!

**Step 2:** Talk to your team! You can send emails to your team members directly through the website under the "**Promote via Email**" page using the templates provided (isn't it nice when technology does the work for us)! You can even choose which people within your team to send messages to, including those who haven't started fundraising, with just one click.



**Step 3:** Keep up to date on how your team is doing as a whole. Use the "**My Team Fundraisers**" page to see who's joined your team and how close they are to reaching their personal goals.

A screenshot of the 'My Team Fundraisers' page. The left sidebar shows the user's profile and navigation options, with 'My Team Fundraisers' highlighted. The main content area displays a table of team members and their fundraising progress, along with team information.

Name	Raised to date	Personal Goal
Claire [redacted] [redacted]@gmail.com	\$150.00	\$150.00
Charlotte [redacted] [redacted]@gmail.com	\$0.00	\$500.00
Lily [redacted]	\$0.00	\$500.00

**Team Information**

Team Name:	[redacted] University
Total Builders:	15
Total Pending Builders:	5
Team Goal:	\$3,000.00
Amount Raised:	\$285.00

# Talk to us

Questions? Problems? Concerns? Ideas?

We're here for you.

## **Liz Avants**

Development Associate

[liz.avants@habitatichicago.org](mailto:liz.avants@habitatichicago.org)

312.563.0296 x 21

## **Elizabeth Walker**

Development Director

[elizabeth.walker@habitatichicago.org](mailto:elizabeth.walker@habitatichicago.org)

312.563.0296 x 16

## **Habitat for Humanity Chicago**

Attn: Liz Avants/Women Build

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Chicago, IL 60608