



women connect. women give.
women BUILD



2018–2019 Women Build Season Guide Book



Thank you for joining Habitat for Humanity New York City's Women Build and helping Habitat NYC's families, the majority of which have female heads of household, achieve their dreams of homeownership.

Did you know that the homeownership rate in New York City is an abysmal 32 percent? That's half the national average! With skyrocketing rents and overcrowding, low-income New Yorkers bear the brunt of our city's housing crisis. As a Woman Builder, **you** are now part of a powerful solution.

We know that when women connect, we challenge each other to succeed; when women give, we improve our world; and when women build, we change New York City for the better. Habitat NYC is grateful for your dedication to our mission and your commitment to fundraising.

This guidebook will provide the resources, tips, tools, facts and figures you and your team need to become fundraising mavens. Get out there, have fun and remember we are here to help you 100 percent of the way!

*women connect. women give. **women** BUILD*



women connect.

Joining Women Build is easy. Just follow these four simple steps:

1

Join as an Individual or a Team

You can participate as a single Women Builder or you can assemble your squad of Women Builders! These ladies will be with you every step of the way.

2

Fundraise

Utilize your smarts, skills and savvy to spread the word about Women Build. Ask people to open their hearts and their wallets for your campaign. And don't worry, we're always here to help if you need it.

3

Attend Our Women Build Luncheon

Join your fellow Women Builders at the Women Build Luncheon in June 2019.

4

Build!

Spend a day building houses that will become homes for hard-working New Yorkers.





women give.

Set Up Your Fundraising Page

To sign up for Women Build or make a donation to support our Women Builders, visit:

To build on October 26th, 27th, or 28th, 2018:
events.habitatnyc.org/womenbuildfall18

To build on May 9th, 10th, or 11th, 2019:
events.habitatnyc.org/womenbuildspring19

This site provides all the tools you need to raise awareness and funds for affordable homeownership in New York City, including a personal donation page, example emails and social media tools.

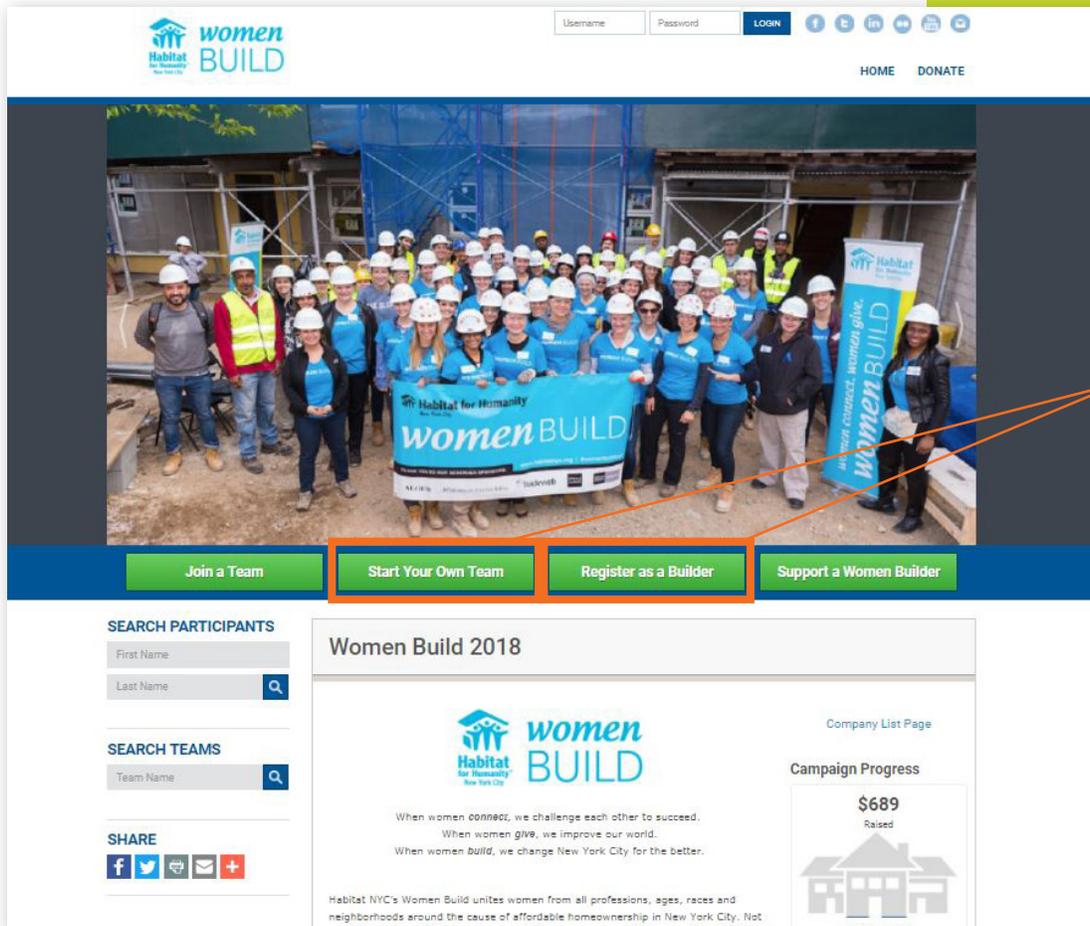
Need help? Contact:

Heather Deal

Director, Annual Giving & Special Projects

hdeal@habitatnyc.org

212-991-4000 ext. 306



Signup buttons



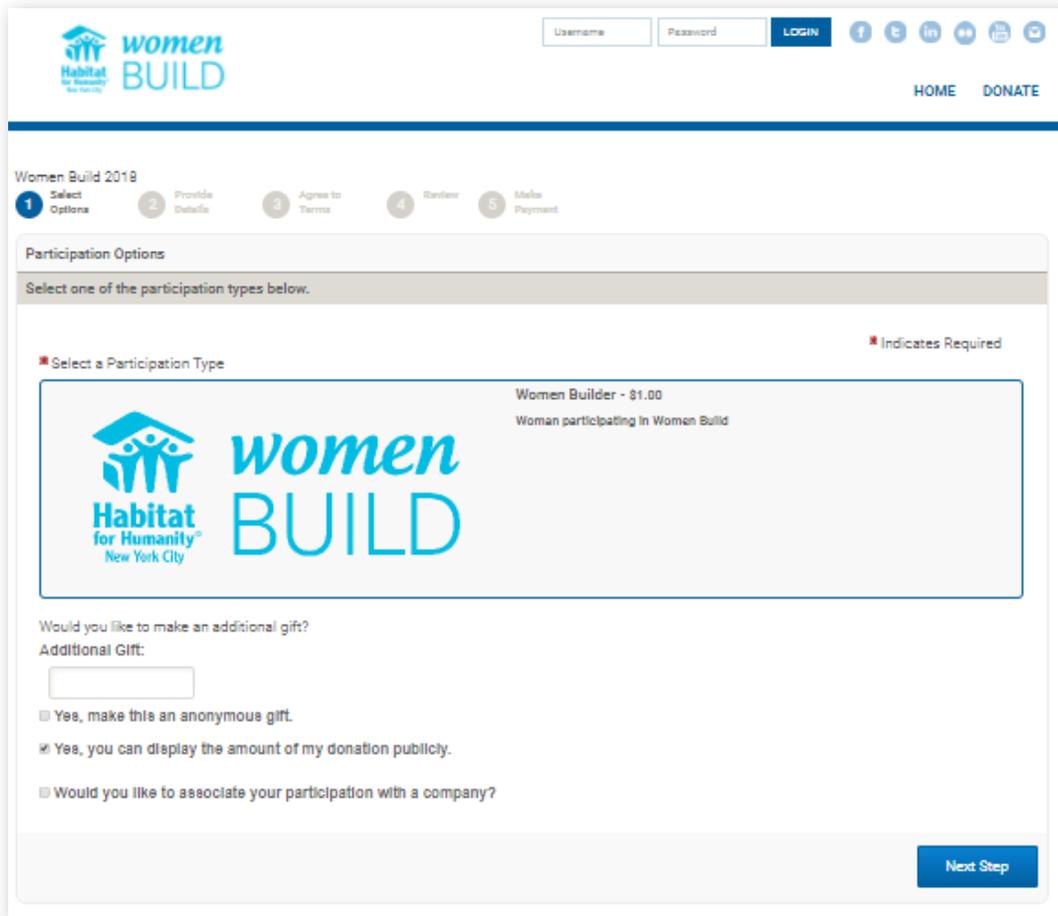
1

Set up your fundraising page at:

events.habitatnyc.org/womenbuildfall18 (October 26th, 27th, or 28th, 2018)

OR

events.habitatnyc.org/womenbuildspring19 (May 9th, 10th, or 11th, 2019)



2

Once you've set up your fundraising page, do two things right away:

- **Make a donation to your own page.** Your supporters are more likely to give if they see that someone else already has. And who better than yourself? Making your own donation shows that you are serious about transforming lives and communities in New York City.
- **Reach out to your inner circle.** Individually email 5-10 of your closest friends, family and coworkers. Getting your inner circle on board to donate will build momentum. These 5-10 supporters should be the people you feel most comfortable asking. It will be a "no brainer" to ask them to donate.

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3

Set goals: Break down your \$1000 fundraising goal into smaller goals.

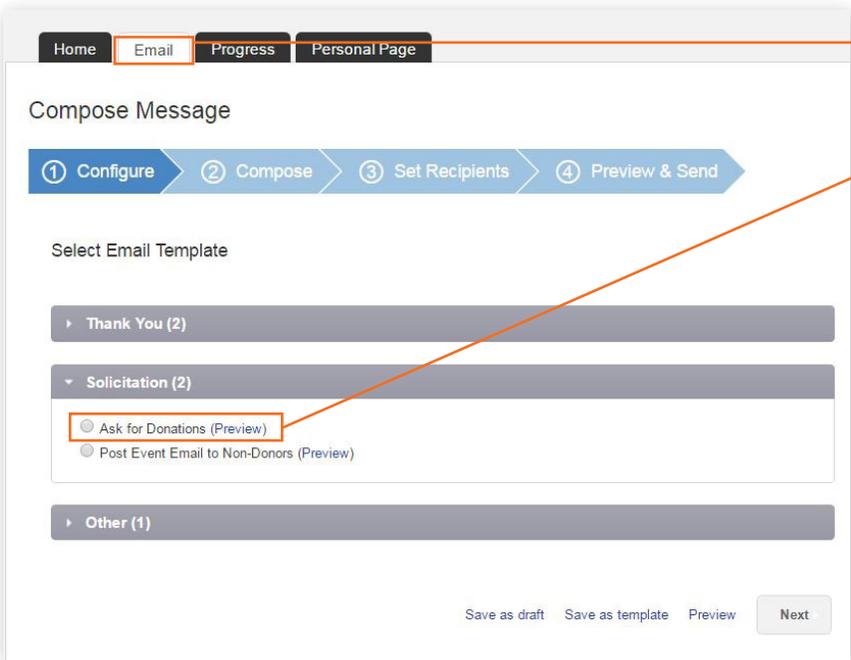
This will keep you organized and on track and will provide a natural timeline for your outreach.

4

Make your fundraising splash! Visualize your fundraising strategy like the splash and ripple of a pebble dropped in water.



- **Splash:** Email your “Inner Circle” of 5-10 very close contacts (usually your family and a couple of close friends). Your closest contacts are most likely to give to your Women Build effort and will build your foundation of support.
- **Ripple 1:** Email 10-15 of your close contacts (usually 10-15 of your closest friends)
- **Ripple 2:** Email all other contacts that you feel comfortable reaching out to (usually co-workers, friends of friends, distant relatives, others in your email “contact list”).
- **Ripple 3:** Social Media: Share your fundraising page on your social media accounts. Make sure to include a brief note on why Women Build is important to you and how close you are to making your goal. Studies show that the closer you are to your goal, the more likely people are to give. People really want to be part of a “movement”.



Find sample emails you can use to reach out to your contacts in the “Email” tab

Select the sample email you’d like to view from the options provided



5

Follow up. Check in. Remind.

Use the goals you set as a natural outreach schedule. Your emails can easily get lost in an inbox so use your goals to follow up, check in or remind people of what you're trying to accomplish. It's a great way to update folks on your progress and ask for their support.

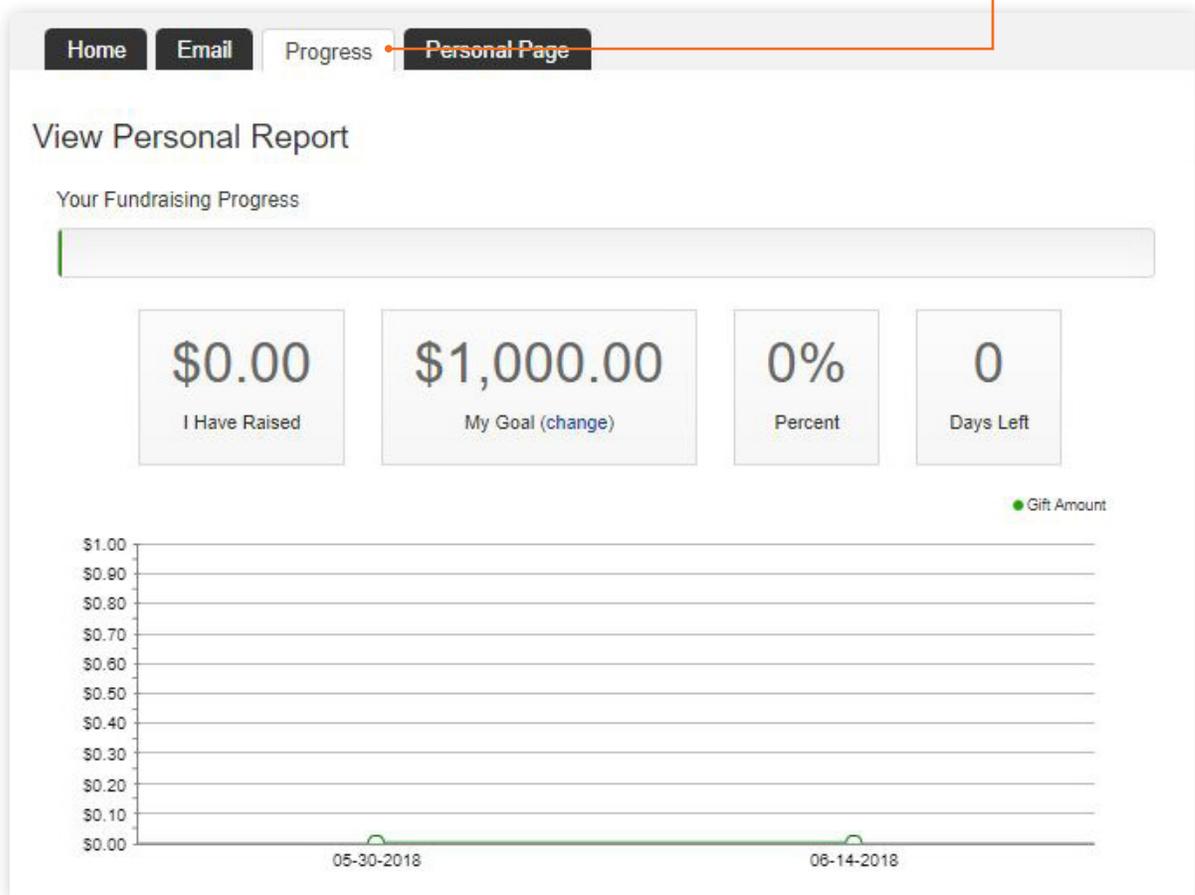
- **Make sure to share stories** when checking in and reminders of why Women Build is important to you. If you come across any good blog posts or see related stories in your social media newsfeeds or daily reading, share those as well (follow us on Facebook and Instagram for articles, stories and photos!)

tip: Don't limit your outreach to emails.

Use social media, which is often seen as a less intrusive medium.



Track your fundraising progress and view donors under the "Progress" tab



6

Thank, thank, and thank again.

Your personal fundraising page will automatically send a thank you email when someone makes a donation. However, you should also thank each person individually, whether through a social media shout out, personal note or phone call.



Be a social butterfly!

Social media platforms like Facebook, Twitter and Instagram are free and easy ways to connect your networks to your fundraising drive.

Tell your friends and family about your hard work, share selfies and join the conversation with hashtags.

Here are a few tips on getting the most out of social promotion:



Set goals.

Break down your fundraising goal into smaller goals (\$100 by week one, \$500 by the halfway point, etc.) and use social media to document your progress. Ask people to help you meet each goal.

Tag, You're It!

Tag supporters who have donated in a thank you post. This a great shout out and the post will show to their networks as well, which builds the sense of "movement" that gets people donating!

#WomenBuildNYC

Using hashtags (#) allows your posts to join those of other women using the same hashtag, creating a conversation and network of images. Hashtags are also a great way for people who aren't involved in Women Build to see your posts and learn more about the campaign. Use #WomenBuildNYC and other relevant hashtags like #habitatnyc #affordablehousing, #NewYorkCity etc.

You don't have to "Ask" in every post.

Share photos, updates and stories of the families you help through Women Build. Did you participate last year? Share those photos again in a #TBT (Throw Back Thursday) or #FBF (Flash Back Friday)!

Use the share function on your fundraising page.

Your fundraising page has its own sharing tools. Share your story directly or link to your fundraising page for easier donations.



Sample posts



Holly Builder

@hollybuilder

Just signed up for @HabitatNYC's #womenbuildnyc! Join my team or support my campaign! bit.ly/IFHzvO



Lady Liberty

@ladyliberty

Women building #affordablehousing in #NewYorkCity! #womenbuildnyc



Lady Builder

@ladiesbuild

#tbt to last year's #womenbuildnyc when I rocked that hard hat! Support me this year!



Jane W.

@janew

With your support, @HabitatNYC's #womenbuildnyc can provide #affordablehousing for families in need! bit.ly/IFHzvO

Connect with us!



Habitat.for.Humanity.NYC



@HabitatNYC



@habitatnyc



They've got mail!

Email appeals are a great way to raise awareness and funds for Women Build.

Your Women Build fundraising page has pre-drafted email templates that you can edit—after which you can easily upload your contacts to email them directly from the site. However, if you would prefer to write your own emails, we've got some tips for you.



Tips for writing to your inner circle:

Don't feel like you have to stick to the pre-written email template.

You know your inner circle best. Write the email specifically for each person so that it is unique and will resonate with him or her.

Tailor your message to the specific person you're emailing.

Do they like short emails with bullet points? Do that! Do they like longer emails with background and a good story? Do that!

Don't forget the reason why you are emailing them!

Make sure you include a direct request for a donation and link to your fundraising page.



Tips for writing to your outer circle:

Again, remember to be yourself in these emails.

Start by explaining why you're participating in Women Build and how Habitat NYC has touched you personally. Why do Women Build and Habitat NYC matter to you?

Describe the work that Habitat NYC is doing.

This doesn't have to be long, only a sentence or two, but help your supporters see how their donation will make a difference in hard-working families' lives.

Be clear to your supporters...

...about what you are asking them to do: make a donation to support your build.

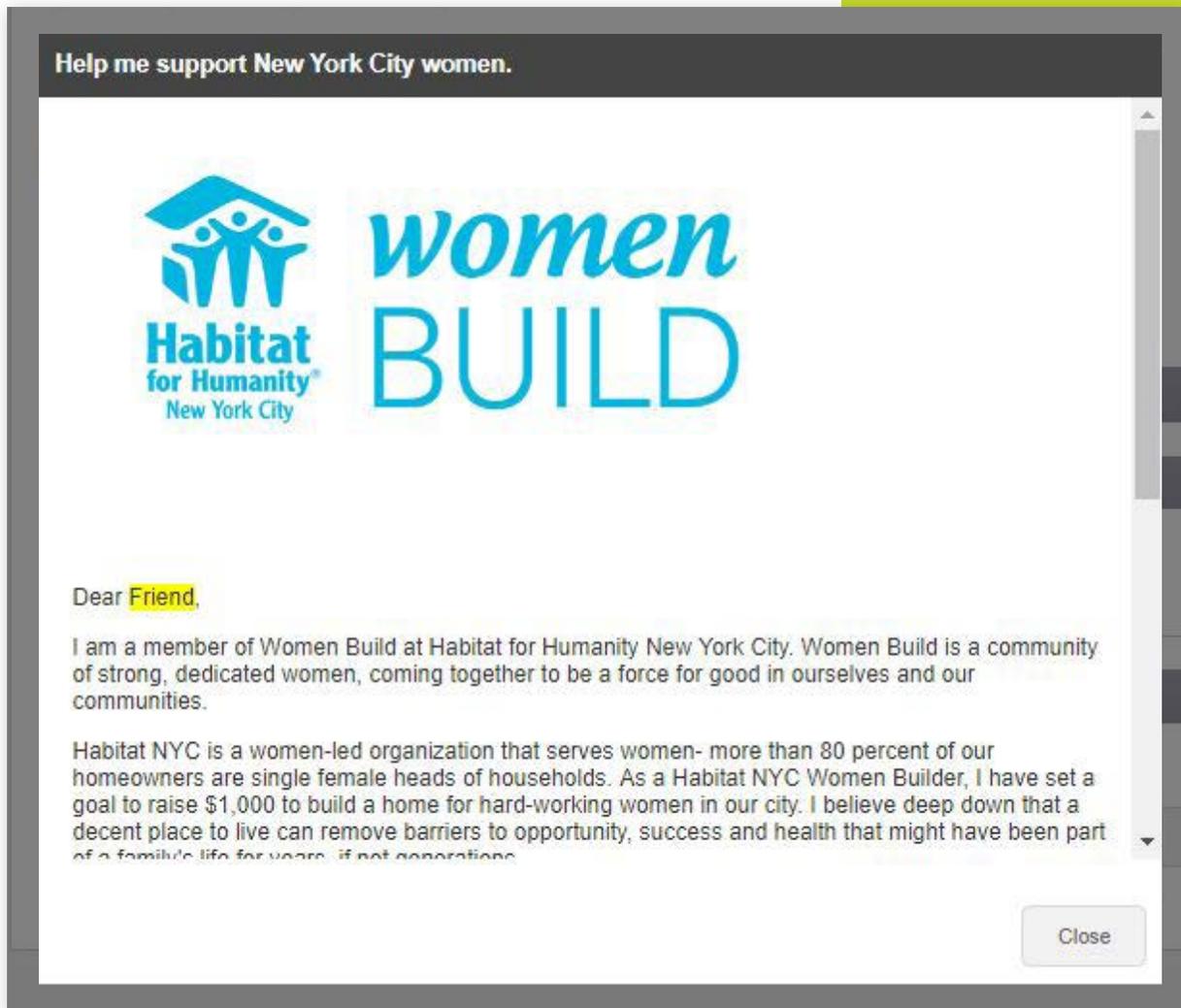
Link to your fundraising page.

Say thank you!



Sample email

The email below can be found in the “Email” tab of your Teamraiser dashboard. Don’t forget to personalize your message when you contact potential supporters!





women build.

Part of the Women Build experience is participating in one of the Women Build Blitz Build weekends in October 2018 or May 2019. These blitz builds will change the lives of families who will eventually own their first home.

Each Women Builder will build on one of the following days:

2018

- Friday, October 26th
- Saturday, October 27th
- Sunday, October 28th

2019

- Thursday, May 9th
- Friday, May 10th
- Saturday, May 11th

In this section you will find information on the Habitat for Humanity NYC build process. You will receive a Women Build "Blitz Build Guide" before the event with more details about your specific Blitz Build.

Should you have further questions, please reach out to womenbuild@habitatnyc.org.



Sample Build Day Timeline

8:20am

Women Builders catch Habitat NYC Shuttle from Sutphin Blvd. Station to home.

8:45am

Check in and receive your t-shirt and hard hat. Decorate your hard hat and enjoy breakfast with your teammates and new friends.

9:15am

Morning Meeting

9:45am

Women Builders get to work, led by Habitat Staff

12:00pm

Lunch break

1:00pm

Back to work

3:30pm

Clean up

4:00pm

Goodbye + Thank You

Fast facts

Women Build is a community of strong, dedicated women, coming together to be a force for good in ourselves and in our communities.

Timeline:

- o **Sign up and Fundraise:** Summer through Winter 2018–2019
- o **Blitz Builds:** Friday, October 26th, 2018
 Saturday, October 27th, 2018
 Sunday, October 28th, 2018
 Thursday, May 9th, 2019
 Friday, May 10th, 2019
 Saturday, May 11th, 2019
- o **Attend Luncheon:** Thursday, June 6th, 2019

Women Build is a celebration of all that women achieve when they come together for the good of New York City. We welcome women of all races, faiths, sexual orientations and gender expressions.

We cannot accommodate volunteers who have not signed up in advance - if you want to build with a friend or partner, encourage them to sign up now!



Congratulations

**Congratulations on joining the
Women Build Community!**

With hundreds of women from across the city, we can and will make New York City a place where everyone can afford a safe and decent place to live.

Now go forth and get started!

women connect. women give. **women** BUILD

Please contact Heather Deal at hdeal@habitatnyc.org or 646.779.8884 with any questions.