



women build





Thank you for joining Habitat for Humanity Seminole-Apopka's Women Build 2017 and helping Habitat families, the majority of which have female heads of household, achieve their dreams of homeownership.

Women Build is a movement of Seminole County & Greater Apopka women who combine their efforts, skills, networks and muscle to help strength, stability and self-reliance through homeownership. From fundraising to construction, this group builds or renovates multiple homes each spring.

Last spring, 116 women from across Seminole County and Greater Apopka joined forces to raise more than \$90,000 and build affordable homes with local families. This year we're going bigger than ever! As a Woman Builder, you are now part of a powerful solution to housing inequity.

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 Seminole County and Greater Apopka for the better.

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!

LET'S GET STARTED

women connect



Joining the women build movement is easy!
Just follow these four easy steps:

1

Start or join a team!

Assemble your squad of Women Builders! You can start your own team or join one that's already been created. If you're interested in joining one of our Women Strong teams, you can nominate yourself or someone you know by visiting habitatseminoleapopka.org/womenstrong today!

2

Attend the Women Build events

Join your fellow Women Builders at networking and fundraising events throughout the campaign. Inspire and encourage each other to surpass your fundraising goals! You also have access to exclusive and optional Lowe's Clinics where you'll gain valuable construction skills that you can bring with you to your build day.

3

Fundraise

Utilize your smarts, skills and savvy to spread the word about Women Build and the work you and your team are doing to build a better community. 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. Just remember, if you don't ask, people can't say yes!

4

Build!

Woohoo! Spend the day building alongside your awesome Women Build team. The walls your building and funding will soon become an affordable and safe home for a local family.

women give



Set up your fundraising page and begin working towards your goal!

To start your own Women Build team, join an open team or make a donation to others, visit:

firstgiving.com/41643/women-build-2017

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

NEED HELP?

If you feel stuck, give us a call!

Linda Andrews
Community & PR Specialist

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407-696-5855 x 2102

women build

Habitat for Humanity
Seminole-Apopka

Women Build 2017
Wednesday, January 18, 2017
Benefiting HABITAT FOR HUMANITY INTERNATIONAL INC

Home Teams (1)

Women Build is a movement of Seminole County & Greater Apopka women who combine their efforts, skills, networks and muscle to help bring funds and awareness to the cause of affordable homeownership. From fundraising to construction, this group builds or renovates multiple homes each spring. Women Build attracts women from all walks of life who want to make a profound difference for families in our community. No experience necessary!

Women Build brings women together to raise money and create change in our great community. In May 2017, our women builders will participate in a build event during which they will construct homes in partnership with our future Habitat Seminole-Apopka homeowners.

Last spring, more than 79 women from across Seminole County and Greater Apopka joined forces to raise more than \$80,000 and build affordable homes with local families. This year we're going bigger than ever!

You can join the movement in several ways. You can form your own team of ten women working to raise \$3,500 as a team, you can join an open team to help them reach their goal of \$3,500 or you can donate to one of our women builders to help them reach their goal. You can also join or nominate a local woman to one of our Women Strong teams.

For more information on Women Build 2017 or if you have any questions, contact us at WomenBuild@habitat-sa.org or 407-696-5855 x 2201.

Top Fundraisers Top Teams View all

There are no active fundraisers.

Placehold

\$0 raised of \$125,000

Join Now Donate

Sign-up here!

women give



HOW IT WORKS

\$3,500
team goal



team leader



\$350

\$350

\$350

\$350

\$350

\$350

\$350

\$350

\$350

\$350

your team of women!

1 Set-up your fundraising page at: firstgiving.com/41643/women-build-2017

Type	Fundraising Minimum	Action
Women Build Select this option if you're joining a team or starting a team!	\$350.00	Select
25 Women Strong (Seminole) Please select this option if you've been accepted into the 25WS team!	\$2,500.00	Select
10 Women Strong (Apopka) Please select this option if you have been accepted into the 10WS team!	\$2,500.00	Select

- **Select the appropriate registration option.** If you're creating or joining a team, the first selection is for you! If you have joined a Women Strong team, you'll opt-in to the correct one here.
- **We've plugged in the fundraising minimums to make things a bit easier for you!** If you'd like to, you can make this goal higher (yay!), but you can't make it lower as this amount secures your spot on the build site during Women Build!

- **If you're new to Women Build or haven't fundraised with us before, you'll want to create an account!** If you already have an account, you can log-in using the button highlighted in red. You can also reset your password!

- **Are you participating in Women Strong AND leading a Women Build team?** First of all, you're a rock star. Secondly, just create your team when you register. Your personal page will have a higher fundraising goal and be a part of your team!

Your FirstGiving account

Email address:

Name:

Billing address:

City: State: ZIP code:

United States

Choose a password:

Retype your password:

By continuing, you agree to FirstGiving's [terms and conditions](#)

women give



Create a personal fundraising page

Page title*

My Women Build Fundraising Page!

Select an image or upload your own*

 Upload new photo...

Your story*

Welcome to my Women Build fundraising page!

I am participating in Women Build 2017 to raise awareness and funds for Habitat for Humanity Seminole-Apopka, which will ultimately in us helping to build a home for a multiple families right here in our community!

Your support of the women builders on my team will help Habitat for Humanity Seminole-Apopka transform lives and communities by building quality, affordable homes with local families and by uniting our community around the cause of affordable housing.

Affordable homeownership gives low-income and working families critical economic and social benefits — building equity, significantly improving educational achievement, fostering greater civic participation, inspiring pride and a sense of accomplishment and improving physical health.

When you support our team, you are building stronger Seminole County and Greater Apopka families.

Thank you for helping us build strength, stability, and shelter through shelter!

Path p

How much do you plan to raise?

\$ 0.00

Best Practice: Making the first donation to your page is the fastest way to jumpstart your fundraising, show your supporters you're committed and increase your overall raise!

Make first donation to your page

- **Once you've joined or created your team** you'll need to create your fundraising page! No need to choose a photo- a Women Build photo will automatically populate your fundraising page.
- **The “Your Story” portion will be populated with some Women Build language for you**, but you'll be we encourage you to edit this and make it your own. Tell your Habitat story- what does this mean to you?

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 Seminole County and Greater Apopka.
- **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 feel like a “no-brainer” to ask them to donate.

NEED HELP?

If you feel stuck,
give us a call!

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3

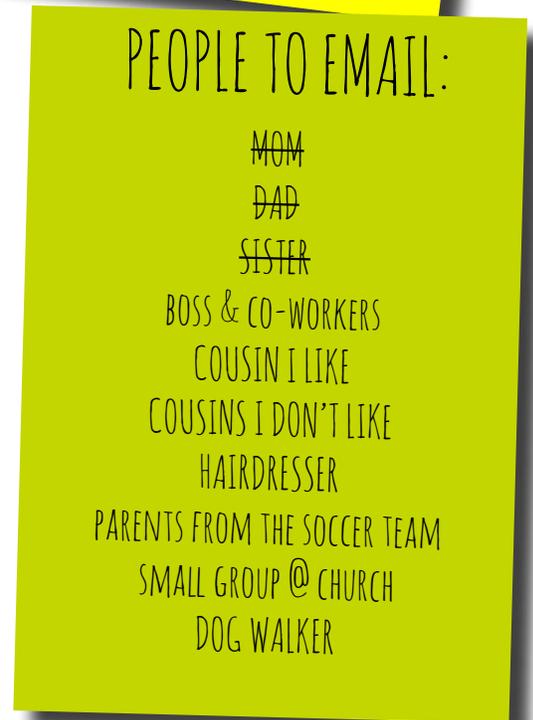
Break your fundraising goal into smaller ones

This will keep you organized and on track. Bonus: you'll end up reaching (and maybe even surpassing) your goal before you know it!

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 pretty 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!



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

We've created pre-drafted email templates that you can edit and personalize – after which you can easily send to your contacts from your email client. Be sure to include a link to your fundraising page and to share your goal! We've also got some tips for you on the next page.



They've got mail!

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.

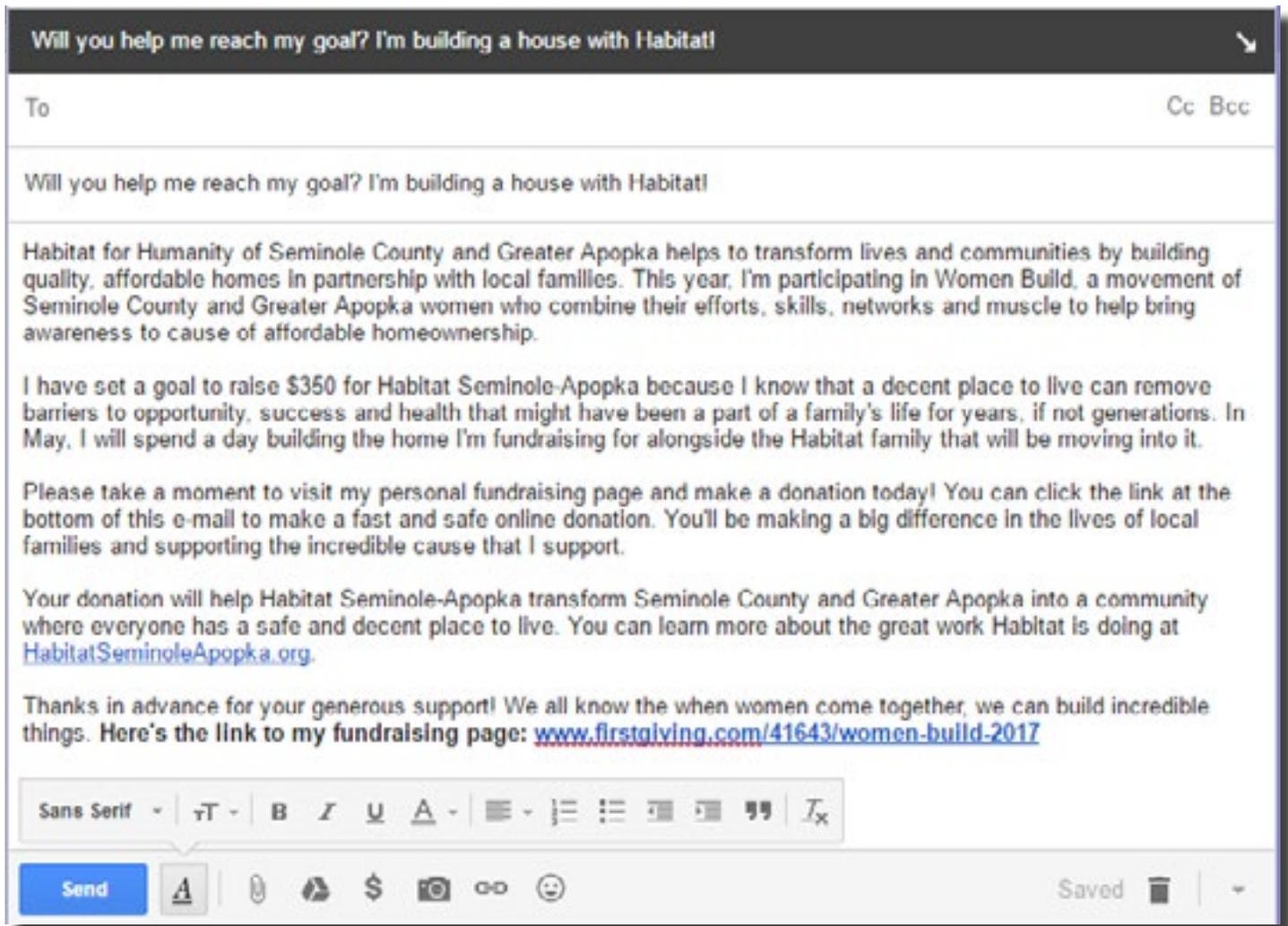
Tips for writing to your outer circle

- **Again, remember to be yourself in these emails.** Start by explaining why you're participating in Women Build and how Habitat Seminole-Apopka has touched you personally. Why do Women Build and Habitat matter to you?
- **Describe the work that Habitat Seminole-Apopka 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're asking them to do! You want them to make a donation; ask! Include a link to your fundraising page.



Sample email

The email below can be found on the Habitat Seminole-Apopka Women Build homepage here: HabitatSeminoleApopka.org/womenbuild (scroll to the bottom). Don't forget to personalize your message when you contact potential supporters!



Keep it personal!

You know your circles better than anyone- make sure you're talking to them like you know them! If you have a story that you can share with them about a past experience with Habitat or housing, do that. It helps build the foundation for a meaningful connection to the cause.

women build



The Women Build 2017 campaign culminates in a multi-day blitz build from in May of 2017 in Seminole County and Greater Apopka that will change the lives of the families who will eventually own their first home.

Each team will build on one day during either the morning shift or the afternoon shift. You'll find information on the Habitat build process. to the right. You will receive more information as we get closer to the build!

Should you have further questions, please reach out to womenbuild@habitat-sa.org.



SAMPLE BUILD DAY TIMELINE

MORNING SHIFT

7:45am

Women Builders arrive at build site

8:00am

Register at our check in tables to receive your hard hat and t-shirt

8:30am

Morning Meeting

8:45am

Women Builders get to work, led by Habitat Staff

12:00pm

Lunch break: afternoon shift WB volunteers arrive for group lunch

AFTERNOON SHIFT

1:00pm

End of morning shift, beginning of afternoon shift!

4:00pm

Clean-up, goodbye + thank you!

This timeline is subject to change before your build day!

fast facts



Women Build is a movement of Seminole County and Greater Apopka women who combine their efforts, skills, networks and muscle to bring much needed funds and awareness to the cause of affordable homeownership.

Timeline:

Join Women Build: Early 2017

Attend Events & Fundraise: Spring 2017

Firefly & Lilies Wine Time: February 16

Lowe's Clinics: March 6, 13, 20, 27, April 3, 10

*limit of 20 women per clinic. Must register online. Registration link will be emailed upon set-up of fundraising page!

Wine & Chocolate Soiree: April 18

*invitation only event for honorees and team captains all who have met their personal and team fundraising goals by April 11

Volunteer Appreciation Dinner: May 17

Build in Seminole County & Apopka!: May 2017

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

on becoming a member of Women Build 2017!

With hundreds of women from across ur community, we can and will make Seminole County and Greater Apopka a place where everyone can afford a safe and decent place to live.

Now go forth and get started!



@HabitatSeminoleApopka



@SeminoleHabitat



@SeminoleHabitat

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