

Habitat Women Build Team Leader Packet



What is the Habitat Women Build?

The Habitat for Humanity of Morgan County (HFHMC) Women Build program recruits, educates, and encourages women to build and advocate for decent and affordable housing in our community. Each Women Build home is funded and built by over 100 women leaders and volunteers in our community.

Why is it important?

The Women Build program was established to encourage the involvement of women in the construction of Habitat homes. Habitat for Humanity has long recognized the critical role women play in their communities and their specific barriers to homeownership. That's why Habitat's Women Build program brings together future homeowners and dedicated volunteers to help women build a better future for their families and communities.

How does it work?

Women volunteers from all walks of life work together to raise the funds and raise the walls for the entire Women Build project. HFHMC will rely on 15 team leaders to recruit nine women for their team. Together they will bring together all the volunteers needed to construct the home. The team leaders will also recruit friends and family to support their work through a peer-to-peer fundraising campaign.

What is the timeline?

Habitat staff and the Women Build committee work to ensure a successful build experience for everyone involved.

Team Leader Recruitment | October - November

- Team leaders are the first to sign up to participate and are the primary resource for support, inquiries, and information for their team.

Builder Recruitment & Fundraising | October - March

- Team leaders recruit up to 9 women to join their team.
- Teams begin fundraising via peer-to-peer fundraising or by team fundraising events.
- Each team raises a total of \$3500 to help fund the Women's Build. Funds are due by March 1, 2022.

Build Days | March - July

- Construction of the house begins in March and finishes in July.
- All Team Leaders will act as liaisons between Habitat and their team members.
- Teams will volunteer on their chosen build day from 7:45 am - 2:00 pm.

Next Steps for Team Leaders



Team Leaders

Thank you for your interest in leading a team and partnering with Habitat to make this year's Women Build a success. Listed below are your next steps in registering and recruiting your team.

1. Build your team

- Recruit and build a team of 10! Reach out to family, friends, co-workers, church groups, social groups, athletic groups, etc., to join your team.

2. Create a team name

- Create a team name that would reflect you and your team members! Make sure your name is a positive reflection of the mission of Habitat.

3. Create your team donation page

- Once you have created a team name, send an email to development@morganhabitat.org with your team name and team members' names.
- Go to <https://morganhabitat.donorsecure.com/teams/new> to create your "team" donation. You will be able to share your fundraising mission with family and friends and keep track of donations. Directions are listed on the next page.

4. Fundraise

- Encourage every team member to raise \$350, with a team total of \$3,500.00

5. Volunteer!

- The construction calendar will be available by March 1, 2022. Once the calendar is "live", a SignUpGenius link will be available to register for your volunteer day. The top 2 fundraising teams will get the first and second choice of their volunteer day.



How to Create Your Donation Page



Go to <https://morganhabitat.donorsecure.com/teams/new>

For the Team Name

- First Name: Habitat for Humanity (team name)
- Last Name: {(.)} put a period in the last name field

Team Leaders Name

- Add first and last name of the Team Leader

Team Goal

- Enter \$3500.00

Include Progress Bar

- Check this box

Click "Create Team"

A screenshot of the "NEW TEAM" form. The form has fields for "First name", "Last name", "Email", "Team Name", and "Team Goal (USD)". The "Team Goal (USD)" field is set to "\$ 1000.0". There is a checkbox for "Include progress bar" which is unchecked. At the bottom of the form is a blue button labeled "CREATE TEAM". Above the form is a dark header with the Habitat for Humanity logo and a "DONATE" button. Below the form is a "Powered by DonorSecure" logo and a link "Returning? / login".

On the next page, click "edit"

A screenshot of the "SUCCESS! CHECKOUT YOUR TEAM DASHBOARD" page. The page has a green header with the text "SUCCESS! CHECKOUT YOUR TEAM DASHBOARD". Below the header is a section titled "BUILDER BABES METRICS" with a message: "... Once donations are submitted, you'll begin to see data. [Be the First Donation](#)". To the right of this section is a "YOUR TEAM" section with a message: "Modify your team page or checkout what your audience will see." Below this message are two buttons: "EDIT" and "PUBLIC PAGE". Below the "YOUR TEAM" section is a "KICKSTART YOUR TEAM" section with a message: "Nothing shows your belief in the cause more than giving the first donation for your team." Below this message is a blue button labeled "DONATE FIRST".

The edit page will look like this:

- Confirm the team name
- Confirm the team goal is \$3500.00
- Include progress bar
 - Check this box
- Add the description
 - Habitat will provide the description
- Add the video
 - Habitat will provide the URL
- Click "update team"

A screenshot of the "EDIT HAMMER HOTTIES" form. The form has fields for "Team Name" (set to "Hammer Hotties"), "Team Goal (USD)" (set to "\$ 3500.0"), and a checkbox for "Include progress bar" which is checked. Below these fields is a "Description" section with a rich text editor. The editor has a toolbar with buttons for "Paragraph", "B", "I", "Link", and "More". Below the editor is a "Welcome video url" field. At the bottom of the form is a blue button labeled "UPDATE TEAM".

How to Fundraise and Fundraise Incentives



All donations to Habitat for Humanity of Morgan County, Alabama are tax-deductible. Don't forget to ask your company about matching gifts and watch your donations double!

How do I fundraise \$350 in one week?

Make a donation yourself - \$25
Ask 8 family members for \$25 each - \$200
Ask 10 neighbors for \$5 each - \$50
Ask 10 friends for \$10 each - \$100
TOTAL - \$350 That was too easy

How can I fundraise \$500 in one week?

Make a donation to yourself - \$25
Ask 10 family members for \$25 each - \$250
Ask 10 neighbors for \$5 each - \$50
Ask 10 friends for \$10 each - \$100
Have a "closet purge" - \$50
Create a venmo fundraiser - \$25
TOTAL - \$500

Fundraising Incentives

All participants will receive a Women Build t-shirt.

Team Recognition

- The top two fundraising teams who raise the most money will get the first and second pick of their volunteer day.
- The top team will receive a team trophy + a pink tool belt (up to 10 participants).

Individual Recognition

- The top individual fundraiser will receive a \$200 gift certificate + a pink tool bag.



Women Build Donation Form



Habitat
for Humanity®
of Morgan County, Alabama

WOMEN BUILD DONATION FORM

Thank you for supporting Women Build! Your donation is providing a strong foundation and building hope and community in the lives of Habitat homeowners. When your payment is processed, a tax letter will be mailed to you.

Please return this form with your check or cash. Credit card payments can also be made online through your team members' dashboard.

Checks should be made out to; Habitat for Humanity of Morgan County, AL

Name of your Team or Women Builder you are supporting

Team name _____

Women Builder name _____

Donor name _____

Address (if not listed on the check): _____

Check number/cash _____

Amount _____

Mail to:

Habitat for Humanity of Morgan County, Alabama

ATTN: Women Build

1123 Central Parkway SW

Decatur, AL 35601