

Women Build 2024



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 is supported by over 100 women leaders and volunteers in our community.

Why is it important?

The Women Build program is a notable initiative designed to promote the active participation of women in the construction of Habitat homes. Habitat has a history of acknowledging the significant role that women play within their communities and recognizing the unique challenges they may face when it comes to achieving homeownership. As a result, the Women Build program has been created to address these issues and empower women to build a brighter future for themselves, their families, and their communities.

How does it work?

We believe in the transformative power of women coming together to make a lasting impact on our community. Our mission is to encourage women of all backgrounds and abilities to join hands, hearts, and hammers to create vibrant and sustainable housing for those in need. Teams will consist of a team leader and nine team members. The team leaders will recruit friends and family to support their work through a peer-to-peer fundraising campaign as well as bringing together volunteers needed to construct the home.

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 2023

Team leaders 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 goal is \$3500.

Build Days | March - August 2024*

- Construction of the house begins in March 2024*.
- Teams will volunteer on their chosen build day from 7:45 a.m. - 2:00 p.m.

*Dates are subject to change

Women Build Campaign Overview



Campaign Goals:

1. **Raise \$3,500 per Team:** The primary objective of the campaign is to encourage teams to collectively raise a minimum of \$3,500 per team. These funds will contribute to the construction of homes and future development for families in the Morgan County area.
2. **Build Affordable Homes:** Women volunteers from all walks of life work together to raise funds and provide affordable housing to build vibrant and sustainable communities.
3. **Empower Women:** The campaign aims to empower women by providing them with the opportunity to take an active role in construction activities, breaking down gender stereotypes, and demonstrating women's capabilities in traditionally male-dominated fields.
4. **Foster Community Engagement:** The Women Build campaign encourages community members, local businesses, and organizations to come together in support of the mission, fostering a sense of belonging and shared purpose.

Campaign Activities:

1. **Fundraising Initiatives:** Teams will engage in various fundraising activities such as hosting bake sales, garage sales, charity auctions, bingo, and online crowdfunding campaigns. These efforts will contribute to the \$3,500 fundraising goal for each team.
2. **Awareness Campaigns:** To generate awareness about the campaign, social media, local news outlets, and community events will be leveraged to highlight the achievements and progress of the teams.
3. **Construction Days:** Teams will participate in designated construction days where they will work alongside skilled Habitat for Humanity staff and volunteers to build homes. This hands-on experience allows participants to directly contribute to the construction process.

Team Leader Responsibilities



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://habitatforhumanityofmorgancounty-bloom.kindful.com/womens-build2024> to create your "team" donation page. 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 after the Kick-Off Party. 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.

6. T-Shirt Order Form

- <https://forms.gle/tBd5buNKARwmVi5cA>



How to Create Your Crowdfunding Team Page

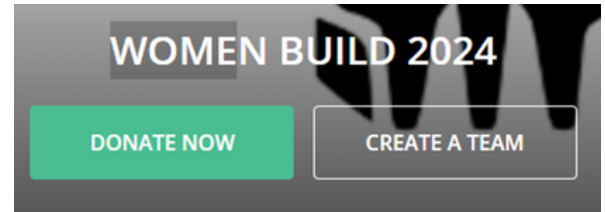


Go to:

<https://habitatforhumanityofmorgancounty-bloom.kindful.com/womens-build2024>

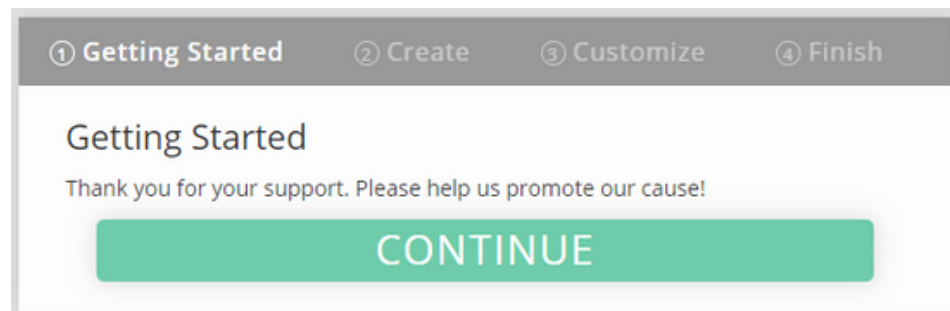
Click "Create Team"

- Create an account, or log in using your current account.
- Click "Details" on the Women Build 2024.
- You may be prompted to click "Create Team" again after logging in.



1. Getting Started

- Click "Continue"



2. Create Team

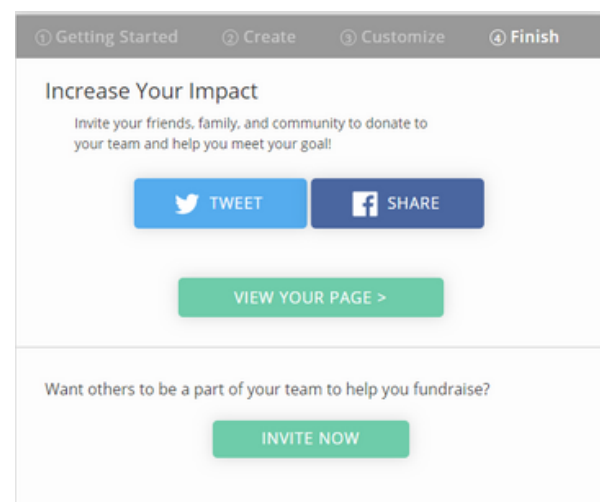
- Create a Team Name
- Create a Team mission statement
- Describe your team
- Event at: Women Build 2024
- Click "Create and Continue"

3. Customize

- Choose a theme color, a profile picture, and a featured image
- Click "Save and Continue"

4. Finish

- Share your team on social media, with friends, and with family.
- Invite others to join your 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 have to opportunity to purchase 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.
- Prizes will be awarded! (up to 10 participants).

Individual Recognition

- A prize will be awarded.



Fundraising 101



1. Set Clear Goals:

Define your team's fundraising goal and break it down into manageable increments. For example, consider setting milestones such as reaching \$1,000, \$2,000, and so on. This will help you track your progress and keep motivation high.

2. Create a Compelling Fundraising Story:

Craft a heartfelt and compelling story that explains why you're passionate about supporting Habitat for Humanity. Share stories of families who have benefited from Habitat's work, and highlight the impact your team's efforts will have on the community.

3. Personalize Outreach:

Reach out to family, friends, colleagues, and local community members. Send personalized emails, messages, or make phone calls to explain your mission and ask for their support. Personal connections can be very impactful.

4. Organize Fundraising Events:

Host events that align with your team's interests and strengths. Ideas include bake sales, charity auctions, car washes, garage sales, craft fairs, and charity runs. These events not only raise funds but also generate community awareness.

5. Leverage Social Media:

Utilize social media platforms like Facebook, Instagram, Twitter, and LinkedIn to share updates about your team's progress, post photos, and engage with your audience. Use relevant hashtags and encourage sharing to increase visibility.

6. Collaborate with Other Teams:

Reach out to other Women Build teams or community groups to collaborate on fundraising events. Joint efforts can attract more participants and supporters.

7. Provide Regular Updates:

Keep your supporters engaged by sharing updates on your progress, both in terms of fundraising milestones and construction activities. Share stories, photos, and videos to make them feel connected to your cause.

8. Express Gratitude:

Always express gratitude to your supporters. Send thank-you messages, share photos of your progress, and acknowledge their contributions on your social media channels and fundraising page.

Remember that fundraising takes time and effort, but every contribution, no matter the size, gets you closer to your goal. Stay focused, stay motivated, and most importantly, enjoy the process of making a positive impact on your community through your Women Build team's efforts!

How do I recruit a team as a Team Leader?



Team Recruitment Tips:

Identify Your Target Audience: Define the profile of the individuals you're looking to recruit, considering their interests, skills, and availability. For a Women Build Team, focus on women who are passionate about community service, construction, and empowerment.

Utilize Multiple Platforms: Advertise your team recruitment efforts through various channels such as social media, local community groups, newsletters, and networking events. Leverage platforms like Facebook, Instagram, and LinkedIn to reach a wider audience.

Personal Outreach: Engage in direct conversations with potential team members. Reach out to friends, family, colleagues, and acquaintances who might be interested. Personal invitations can be more effective in generating interest.

Leverage Existing Relationships: Encourage current team members to refer friends or acquaintances who might be interested. Word-of-mouth referrals often yield committed and like-minded individuals.

Host Information Sessions: Organize informational sessions or meet-and-greet events where interested individuals can learn more about the Women Build initiative, the organization's mission, and how they can contribute.

Highlight Impact: Emphasize the impact of the Women Build program on the community and the lives of families. This can inspire potential team members to join your cause.

Team Communication:

Establish Clear Channels: Set up communication channels such as email lists, group chats, and social media groups for your team. This will facilitate seamless communication and updates. We will also have a Facebook group that you are more than welcome to add your members to.

Regular Updates: Keep team members informed about upcoming events, meetings, progress reports, and milestones. Regular updates ensure everyone is on the same page.

Celebrate Achievements: Recognize and celebrate the achievements of team members, whether big or small. This boosts morale and keeps team members motivated.

Two-way Communication: Encourage open communication where team members can share their ideas, concerns, and suggestions. This fosters a sense of belonging and ownership.

Motivational Content: Share success stories, testimonials from families who have benefited, and empowering content related to women's involvement in construction and community service.

TEAM MEMBERS

<i>Name</i>	<input type="text"/>	<i>Company</i>	<input type="text"/>
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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/emailed 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