



fundraising for **women build** 2018

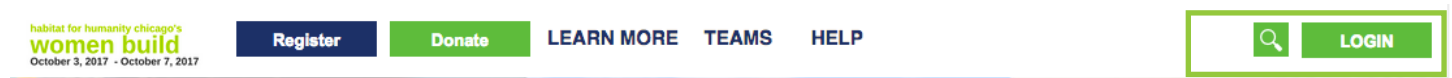


getting started &
being wildly successful
on chicagowomenbuild.org

fundraising site

logging in

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



creating your individual page

A great fundraising page is personal. Yes, you are fundraising for Women Build (and we love you for it!), but people give to people! So, spend a little time right at the start customizing your page!

The platform makes it easy to personalize your page. The first time you login to the website, you'll follow three easy steps to start your fundraising page.

We suggest that you make a donation to your own page (even if it's small!), so you can show your friends and family that you think the mission is worth investing in.

This is a modal window titled 'Getting Started Step 1 of 3: Update Your Personal Image'. It contains the text 'There are two ways you can update your image.' followed by a numbered list: '1. Upload an image from your computer.' and '2. Import a Facebook or Twitter profile picture.' Below the list are two green buttons: 'Upload image from your computer' and 'Import image from Facebook or Twitter'. A separator '- OR -' is placed between the two buttons. At the bottom right is a 'Skip' button.This is a modal window titled 'Getting Started Step 2 of 3: Donate to Your Team Goal'. It starts with the text 'To kickstart your fundraising campaign, be the first to donate.' Below this are several input fields: 'Donation Amount' with a dollar sign and a text box; 'First Name (on card)' with a text box containing 'Habitat'; 'Last Name (on card)' with a text box containing 'Chicago'; 'Billing Address' with a dropdown menu; 'Card Number' with a text box; 'Exp' with a dropdown menu showing 'MM'; 'YYYY' with a dropdown menu; and 'CVV' with a text box. There are 'Donate' and 'Skip' buttons at the bottom right.This is a modal window titled 'Getting Started Step 3 of 3: Create Custom URL'. It contains the text 'Your personal URL is a direct link to your fundraising page. It can be anything from your name to something interesting or exciting. Use this URL in all your email blasts and social networking posts.' Below this is a text box showing the URL 'my.habitatchicago.org/womenbuild2016/' followed by a highlighted yellow box containing the word 'example'. To the right of the text box is a green button labeled 'Create my URL now'. At the bottom right is a 'Close' button.

your story

personalize your page

When you finish those three steps, you'll land on your page. Use the tasks outlined along the right of the page to make it 100% you. Start by choosing "Personalize Your Page."

Follow along and try to tick off as many tasks on the list as possible. Again, the more personal you are, the more successful you'll be!

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

The #1 thing you can do to set up a compelling page is to tell your own story. You can do this by:

1. Editing the canned text in body of your page. What should you say? Tell people **WHY** this is important to you, what you are trying to achieve and what you are looking forward to! Show your personality here. This is important work, making sure people have decent, affordable living situations, but that doesn't mean you can't be charming and funny if it's you!



2. Upload photos and videos! If you've been on a Habitat project before, throw those photos up there. If not, how about recording a quick message to potential supporters? People love visuals – go ahead, make them happy!



let's go!

You just worked hard to make an awesome page. What's next? It's time to ask people to contribute. Yikes, you say??? Don't worry, no one thinks they are a natural fundraiser until they realize it doesn't have to be that hard. Remember these three tips and you will be brilliant!

top tips for fundraising success

1 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 the amazing Women Build family. You'll be surprised by the support you get simply by asking for it.

2 be persistent

Everyone is busy these days and it sometimes takes seeing a message a few times before we remember to act on it. Someone's silence after one or two message does not mean they don't care (or find you annoying!) – it's much more likely that they just haven't gotten around to giving. Polite, consistent reminders are critical to finding those two minutes when someone will have time to give!

3 make it specific

You can make it really easy on the person you are asking by being specific (thus helping with the tip above). Personalize the ask - "**Jane**, 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 and increase the chances of giving.

getting the word out

email



Ready to go? Start by clicking “Send a Fundraising Email” on your task list or the “Promote via Email” tab along the left side of the page (both will take you to the same place!)

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. Feel free to edit the emails as you like.

A screenshot of the 'Promote via Email' form. It features a green button labeled 'Add from Contact Book'. Below it, the 'Add Friends Manually:' section includes input fields for 'Email' and 'Greeting', followed by a green 'Add Email' button.A screenshot of the 'Template:' section of the email promotion form. It shows a dropdown menu with the selected option 'Ask people to donate to your page'. Below the dropdown is a note: 'Note: please review and edit the email before sending.'

social media

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.

A screenshot of the 'Promote via Social Media' form. At the top, it says 'Promote via Social Media' and 'Let your network know you're involved. Share, tweet or post an update any time you want.' Below this are three buttons for 'facebook', 'twitter', and 'LinkedIn'. The 'facebook' button is selected. The form then prompts to 'Post to Your Facebook Wall' and includes a 'Title' field with the text 'Join me in raising \$350 toward Women Build 2016. Together we can make a difference!'. There is a 'Select Image' section with the Habitat for Humanity Chicago logo and a 'Message Body' section with the text '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!'. A green 'Open Facebook Dialog' button is at the bottom. At the very bottom, there is a section 'Or, Share Your Page On a Friend's Timeline' with a Facebook icon and a 'Share on Facebook' button.

stay in touch

People are giving! What do I do?

Your hard work is paying off. Now be sure to thank your supporters! Travel to the **“My Fundraising Report”** page to send thank you messages 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 [REDACTED]	[REDACTED]@gmail.com	3/11/2016	\$50.00	Verified	Credit Card	N/A	Send Email
[REDACTED]	[REDACTED]9@gmail.com	3/2/2016	\$25.00	Verified	Credit Card	N/A	Send Email
Midwest Augustinians	[REDACTED]@mail.com	3/2/2016	\$3,000.00	Verified	Credit Card	N/A	Send Email

<- send from here

What if I receive cash or check donations?

If you receive checks or your donors prefer not to give online, they will still count towards your goal! Just mail to*:

Habitat for Humanity Chicago
Attn: Women Build
1100 W Cermak Rd. Ste. 404
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.

Checks should be made out to Habitat for Humanity Chicago.

Did your donor accidentally donate to the wrong team or person? If someone meant to donate to you, but the gift went to the wrong team or member, don't fret! Simply contact events@habitchicago.org. Include donation date, amount, donor first name, donor last name, and who the gift should be credited to.

hey, you're pretty great

Additional Questions, Ideas?

We are here for whatever you need!

Contact:

Team Women Build

Habitat for Humanity Chicago

events@habitchicago.org

312-563-0296



THANK YOU

We can't thank you enough for standing with other Chicago women and committing both heart and strength to ensure a deserving woman and her family have a healthy place to live.