



Women Build 2018 Team Leader Packet



**A guide for leading
your Women Build
team to success**

Team Leader Overview



Homeownership is one of the most dynamic tools a person can use to build a healthy future, but it is a tool that far too many women are unevenly denied access.

We are thrilled to welcome you to a community of women committed to the idea that every woman deserves the equal opportunity to build a strong future for herself and her family through quality, stable, and affordable homeownership.

As a community of 300 women, we will raise \$175,000 to fully fund the home of a female Habitat Chicago homebuyer (*to be selected late summer 2018*). Across five days, we will significantly advance construction of the homes of several woman-led families and celebrate their journeys to homeownership. We will raise awareness of and work to reduce the gender homeownership gap. And we will have a whole lot of fun in the process!

Team Leaders are the driving force in making Women Build a success – thank you for taking it on! We rely on your communication and influence to make sure your Women Build team has a positive experience and each of your members hits her goals out of the water.

Team Leader Packet

We've put together this packet to help get you started on the road to Team Leader triumph! In here you will find:

Page	Content
3-4	Your build day schedule and key build site logistics
5	Recruitment and registration
6-8	Setting up your Women Build pages
9	Fundraising goals and prizes
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You can also access this packet and additional Team Leader resources electronically on the "Team Leaders" page at www.chicagowomenbuild.org.

Women Build Week: October 9-13th, 2018

West Pullman, Chicago, IL 60628*

Schedule

7:30 am	Registration
8:00 am	Welcome & Safety Orientation Any volunteer who is absent for the Orientation may forfeit their right to volunteer that day
8:15 am	Work begins
11:15 am	Group Photo Taken by Habitat Chicago volunteer photographer
11:30 am	Complimentary Lunch Provided on site; vegetarian options will be available!
12:30 pm	Work resumes
2:30 pm	Site Clean-up
2:45 pm	Whole group wrap-up
3:00 pm	Volunteer Departure

*Be sure to enter the full address (including zip code!) if navigating by GPS

**We will build rain or shine. In the event of extreme weather, we will communicate any plan changes with all team leaders and registered volunteers via email.

Getting to site

Take your car

Free street parking is available on the blocks surrounding the build site. If you're using a GPS to get to site, be sure to include the zip code!

Project Location: West Pullman Community Area, exact location TBD

Public Transportation

The build site is accessible by CTA and Metra transportation

What to wear

Get ready to get dirty! You're joining us on an active construction site. With that in mind, here's what you should wear:

- Sturdy pants, no shorter than your knees, that you don't mind getting dirty
- Closed-toed, durable shoes. Boots preferred
- Light layers- weather in October can vary and you may be working outdoors or under roof
- Avoid wearing jewelry and secure long hair

Each participant will be given a Women Build t-shirt the morning of her build- come ready to put it on!

What to bring

Items you should consider bringing to make your day even better:

- Work gloves (if you have some- we'll provide if you don't)
- Hat or bandana
- Sunscreen, chapstick, etc.
- A reusable water bottle
- Rain coat or poncho

Each participant will need to wear a hard hat and safety glasses throughout the day- come ready for those.

Prepare your team

We have big goals to achieve with this year's Women Build- make sure your team members knows their goals:

- Each woman has a minimum fundraising requirement of \$350; each team has a fundraising goal of \$5000.
- Returning team leaders- Any member of your team that did not hit her \$350 goal last year is ineligible to participate this year. Please check the list that was sent to you before inviting members.
- Each team arrives at 7:30am on their build day ready to cheer, laugh, build and see progress on the homes of Women Build through the end of the day at 3pm.
- Your build day can include a variety of tasks from creating wall frames to installing kitchen floors to grouting wall tiles. Come prepared to learn new skills and get to work!
- Communicate within your team the purpose of Women Build and help keep each other excited about knocking these goals out of the park! Encourage your team to explore the resources available atchicagowomenbuild.org

Mark your calendar

June 12-July 12:	Build your team! Sign up through events@habitatichicago.org
July 13:	Public Signups open on chicagowomenbuild.org
August 7:	Have your full team signed up on chicagowomenbuild.org
October 9-13:	Women Build!
October 13 (midnight):	Fundraising deadline for top team contest and fundraising prizes

Recruit your team

Your team will have 12 participants; as a team leader, we ask for your help to recruit a full team. All women are invited! Our only requirements are that they meet the minimum age of 16 to participate (with a 4:1 youth to adult chaperone rate) and that each team member meets the minimum \$350 fundraising goal. Think beyond your best friends! Women Build appeals to many women and with a little brainstorming, you will come up with a big list of women to ask

Consider women who:

- Have a profession or interests that align with Habitat Chicago's mission
- Would connect with the woman-focused, strength-building mission of the event
- Are excited about the idea of helping and championing fellow women

Private sign-ups (through July 12)

Before public signups open on July 13, you can have people sign up to be on your team by sending the individual's first name, last name, and email to events@habitchicago.org.

If you can, try to group as many sign-ups as you can into one message. We will create a login for each person and email it directly to her. She will then need to go through the same process you do to set up her individual page (additional info on the next page).

Now through July 12th is when your team spots are guaranteed to be yours- once the sign-ups go public on July 13th anyone will be able to sign-up for your team, so recruit early and get those spots filled to ensure there is space for all of your interested recruits.

Public sign-ups (after July 12)

Beginning July 13, you can have team members signup online. The general public will also be able to sign up for your team at this point, as well. If you have women that want to join after July 13th, instruct them to:

- Visit chicagowomenbuild.org
- Click the blue "Register" button along the top of the page. This will redirect to the "Teams" page.
- Interested participants will see all of the teams listed, along with the name of the appropriate Team Leader. They will have the option to "Donate" or "Join".
- Click "Join" to become a part of your team. They will then be prompted to fill out a simple registration form.

Once they complete the form, your new team members will be able to customize their fundraising pages and begin raising money towards their \$350 goal!
(More info on the fundraising website can be found on the next page.)

Overview

Chicagowomenbuild.org is your hub for all things Women Build. Each Women Build team will have a custom team page and each Women Builder will have a personal fundraising page. All of the money raised by your individual team members will automatically feed into your team page so that you can easily track both your individual and team progress!

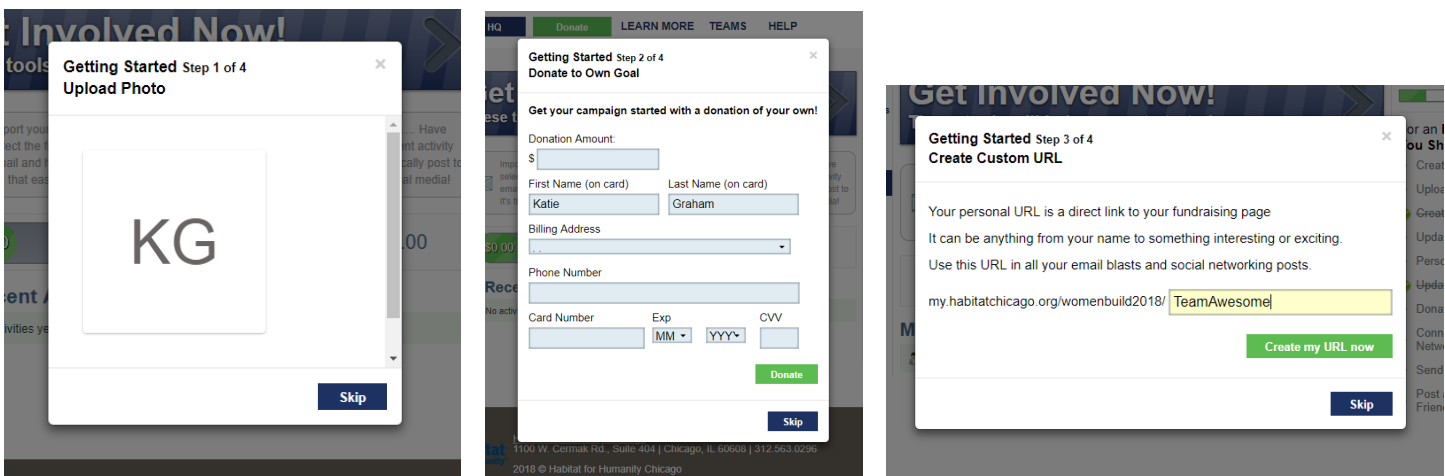
Get Started

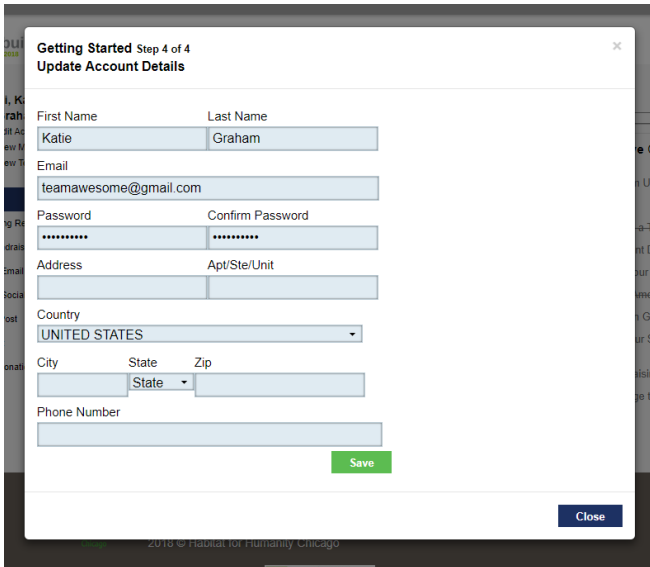
You'll receive your login credentials via email from the Habitat Chicago team. Go to chicagowomenbuild.org and click login on the far right side and enter your credentials to gain access to your page!



You'll receive several prompts after you first log in. We highly encourage personalizing your page as much as possible so your family and friends can understand your particular passion and commitment to Women Build! A great fundraising page is personal- yes, you are fundraising for Women Build, but people give to people, so spend a little time making sure your supporters know this page was made by you!

First, you'll be prompted to add a photo of yourself, make a donation to your page to get the ball rolling, and create a custom page URL that you'll use when sharing your page in emails and through social media.



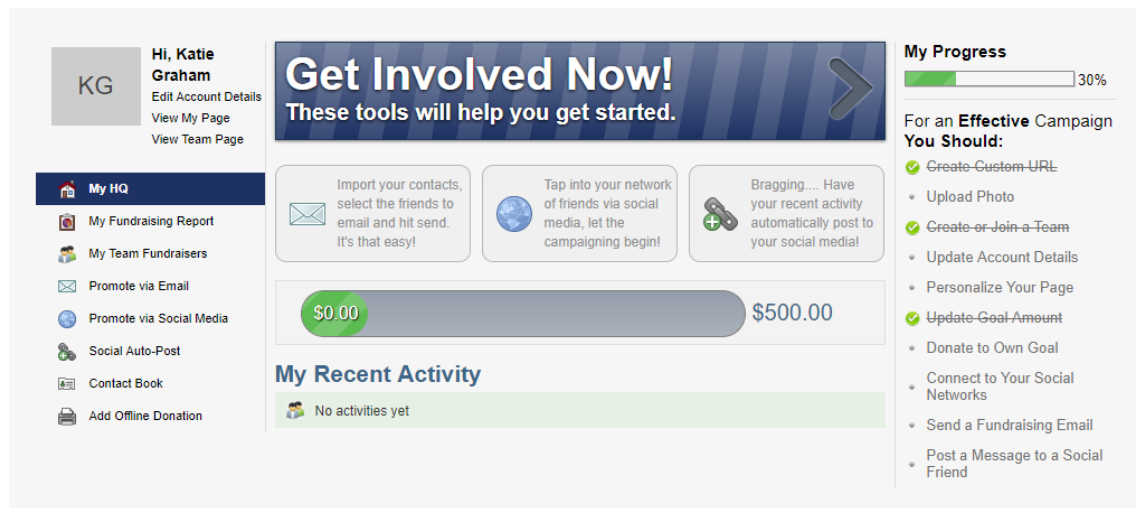


Get Started (cont)

The final step in getting started is to update all of your account details. You'll be asked to confirm your name, email address, password and add in any other details that aren't currently there!

Personalize your page

Once you've finished those steps, you'll land on your "My HQ" page. Use the task outline on the right side 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!

Tell your story

The #1 thing you can do to set up a compelling page is to tell your own story. You can do this in a few different places once you click on “personalize my page” on the far right of your HQ or by clicking on “view my page” on the left side of your HQ

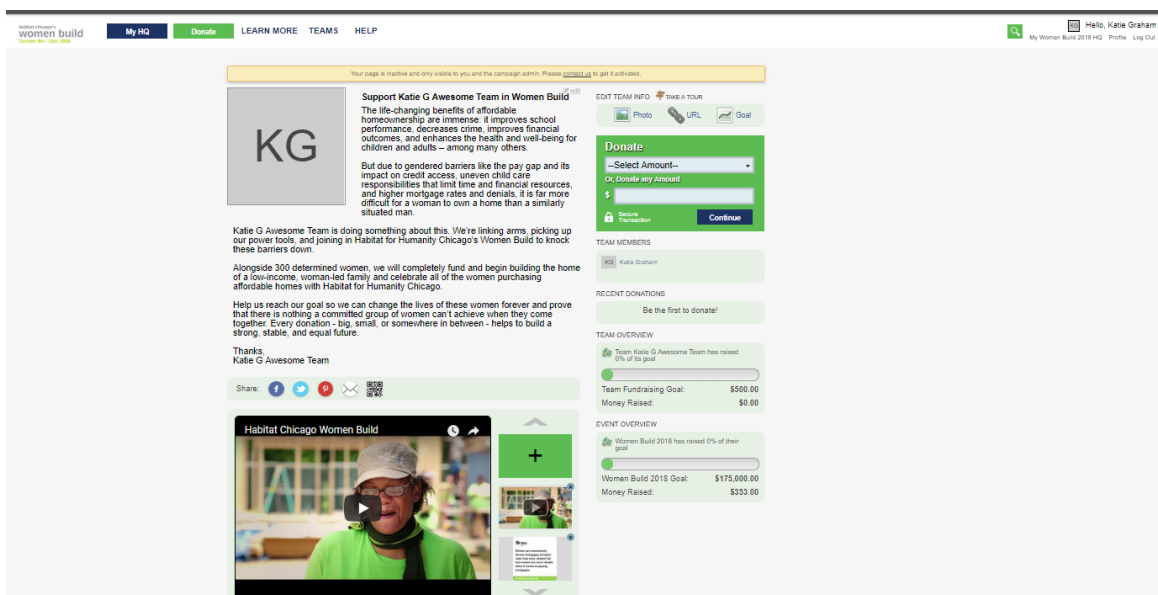
1. Edit the canned text in the body of your page. What should you say? Tell people WHY this is important to you, what you are trying to achieve and what you’re looking forward to! Show your personality. Making sure people have decent, affordable living situations is serious work, but that doesn’t mean you can’t be charming and funny if that’s you.
2. Upload photos and videos. If you’ve been on a Habitat project before, add those photos in! If not, how about recording a quick message to potential supporters or adding photos from your last DIY project? People love visuals, go ahead and make them happy!



Update
videos
and
photos by
clicking
here

Tell your team’s story

As a Team Leader, you’ll also need to update your team’s page! You can do this by clicking on “view team page” on the top right of your MY HQ page. The Team Page is very similar to your individual page- take some time to update the canned text and add photos and videos of your team.



Let's fund a home!



We have ambitious goals for 2018, but experience tells us they're no sweat for our Women Builders!

The Women Build Goal

\$175,000 to cover tools, materials, and construction leadership costs for the "Women Build home".

Women Build Hall of Fame: In 2017, we exceeded our overall Women Build goal by \$13,000!

Individual Requirements

\$350 – Each Women Build participant is required to raise at least \$350 by the end of Women Build week (11:59 PM on 10/13/18). If a woman does not, she may be ineligible to participate in future Women Builds.

Women Build Hall of Fame: In 2017, top fundraiser Tammy K brought in \$3,205!

Team Goal

\$5,000 – We are asking each Women Build team of 12 to set a minimum goal of \$5,000 so that we collectively hit our \$175,000 target.

Women Build Hall of Fame: In 2017, the top fundraising team led by Shelby S raised \$17,960!

Prizes

To hit our Women Build goal, we're calling on you to go above and beyond, and we think that deserves a special treat! The deadline to earn prizes is Saturday, October 13th at 11:59pm. Prizes do not accumulate.

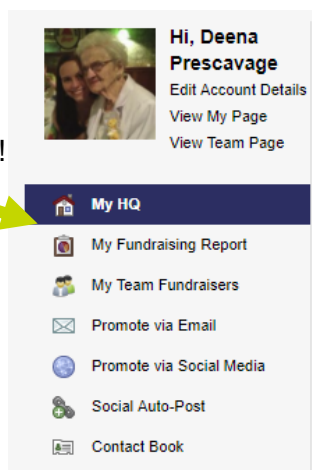
Amount Raised	Prize
\$350-\$499	Your 2018 Women Build t-shirt
\$500-\$749	Two tickets to a show at a local Chicago theatre (theatre TBD)
\$750-\$999	A five-class fitness pack for two, courtesy of the Barre Code
\$1,000-\$1,499	A walking tour for two, provided by the Chicago Architecture Foundation
\$1,500+	Dinner at a top-notch Chicago restaurant and concert tickets for two at the Hollywood Amphitheatre, donated by LiveNation
Top Team!	A private Chicago Food and History Walking Tour for your team of 12, donated by Sidewalk Food Tours of Chicago

Let chicagowomenbuild.org do the work

Chicagowomenbuild.org is your fundraising haven and has many built-in tools to support your efforts. Here are a few we highly recommend taking advantage of:

- **The wealth of information** available to help you craft your own Women Build story, such as:
 - The “Why Women Build Matters” page, which contains facts and figures on the benefits of homeownership and the common roadblocks for women
 - The “Meet our Homebuyers” page, which contains family photos and testimonials from the female Habitat Chicago homebuyers (the owner of the Women Build home has just joined the Habitat program and will be announced late Summer 2018)
 - The “Women Build Hall of Fame” page, which contains just a few of the remarkable accomplishments from previous Women Builders
- **The tools available on your task list**, found on the left side of your screen as soon as you login.

This is your task list!



- **“My HQ”** provides you with your most recent fundraising activity, a fundraising progress tracker, and the steps for fully customizing and utilizing your fundraising page.
- **“My Fundraising Report”** gives you a complete list of donations made toward your personal goal AND your team’s goal. You can send a thank you email to each individual donor directly from this page! A little thank you makes a BIG difference.
- **“My Team Fundraisers”** provides a high-level overview of your team’s progress, as well as summaries from past Women Builds if you have participated previously.
- **“Promote via Email”** allows you to use pre-populated outreach templates to request support from your network, to invite women to join your team, to send notes of encouragement and progress updates to your team members, and more. We recommend customizing the provided templates before you send them, though, to add that special personal touch!
- **“Promote via Social Media”** allows you to log in to your social media accounts and post custom updates whenever you’d like. A little note: due to changes made by Facebook that have restricted access to third party developers, the Facebook feature no longer functions properly.
- **“Social Auto-Post Tab”** enables you to connect your Women Build page directly to your Twitter and LinkedIn accounts. Once connected, the website will automatically post updates to your accounts each time someone makes a donation towards your goal.
- **“Contact Book”** allows you to import your contacts directly from your email provider.

Fundraising tips

Get started by developing an outreach plan. Think of your professional networks and social circles. Ask yourself who:

...is on my holiday card list	... do I work with	...is from my old neighborhood
...do I write checks to	... do my family members work with	...was in my fraternity/sorority
...is/was on my latest wedding or birthday party invitation list	...have I done business with	...goes to my health club
... owns or manages my favorite restaurants	...attends my place of worship	...would like to do business with me
...did I support with a donation to their charity or fundraiser	...is one of my high school/college fellow alums	...owes me a favor

Below are some additional pointers to keep in mind:

- Kick off your fundraising efforts by donating to your own page.
- Set a team stretch goal! Encourage fellow team members to set their personal stretch goals.
- Work with your team! When someone posts on social media, be sure to like and respond. Tag each other to help boost awareness. Set up a group fundraiser – most restaurants and bars will allow you to host an event and will donate a percentage of the profits to your team.
- Ask everyone. Ask more than once. Make it personal. Try to engage in as many 1-on-1 conversations as you can.
- Let it be known that you're fundraising. Make an "Ask me about Women Build" button to wear. Add it to your email signature. When someone asks, "How are you?" use it as an opportunity to talk about Women Build.
- Use social media, posting early and often with photos and videos. Send direct messages.
- Get your workplace involved. Don't overlook corporate matching-gift programs, including your own employer.
- Thank everyone who donates to your page. Use social media to let their generosity be known and to inspire others to do the same.
- Check out the "Fundraising Resources" page on chicagowomenbuild.org for additional fundraising tips and creative group fundraising ideas.

Submitting donations

Online: All donations should go through your personal or team page at chicagowomenbuild.org.

Offline: If you receive checks or your donors prefer not to give online, please make checks out to Habitat for Humanity Chicago and mail to*:

Habitat for Humanity Chicago
ATTN: Women Build
1100 W Cermak Rd. Ste. 404
Chicago, IL 60608

*Include your name in the memo line so we can credit the donation to you. You should see the funds allocated to your page within 10 days of receipt. If you do not, please email events@habitatchicago.org with the donation date, amount, donor first name, donor last name, and to whom the gift should be credited.

Reallocating contributions: If someone meant to donate to you, but the gift went to the wrong page, please contact events@habitatchicago.org. Include donation date, amount, donor first name, donor last name, and to whom the gift should be credited.

Matching gifts: Thousands of companies have Matching Gift programs that double or even triple individual contributions made by their employees, retirees and even spouses of employees. Check with your employer's Human Resources department to see if and how you can have your gifts matched. If you need a form filled out to complete your match request, please email us at events@habitatchicago.org.

Additional information for donors: A tax receipt will be mailed to all donors upon receipt of the donation. Habitat for Humanity Chicago's Tax ID/EIN is 46-0494889.

Please note: a gift cannot be credited to your fundraising page until it is received by Habitat Chicago. If a donation is received after the October 13th deadline, it will not count towards your fundraising minimum or prize level.

What if I have more than 12 team members?

What a great problem to have! If there is another team open on your build day, members can join that team. If there are no more open slots on your build day, encourage your interested team member to join a team on another day when public sign-ups open. The event will still be a blast and a great experience regardless of who you build with. Bottom line: only 12 women per team.

What if I don't have enough team members?

That's okay! Do your best to recruit a good team, but if you aren't able to fill your entire team, we'll help you! Open spots can be filled with overflow from other teams or from individuals who join the event on their own. We will work with you to make sure you have a full team by the time your build day rolls around!

Do we all get to build together?

We can't promise that you will be working on each task with members from your team. Construction tasks may not easily break into groups of 12, so please come to site open to the idea of working with women from other teams or with smaller groups within your team.

What if I can't be a team leader or I'm sick on my build day?

We hope this doesn't happen! If it does, though, let us know as soon as possible. The sooner we know, the more likely we'll be able to help you find a replacement or find another volunteer to fill your position.

What if my team members don't hit their fundraising goals?

Most of our Women Builders do an awesome job fundraising and far surpass their fundraising goals. Throughout the next several months you'll have lots of opportunities to communicate with and encourage your team to gather donations from their family and friends! It's important that each woman strives to hit \$350 requirement. Team members who do not meet their fundraising goals by the end of the week of Women Build will not be able to participate the following year.

Team Leader Facebook group

The Women Build volunteer planning committee has created a private Facebook group for Team Leaders, in which the committee will post family updates, fundraising ideas, and more. We encourage Team Leaders to use the group as a communication tool to stay in touch with each other and post questions, ideas, victories, challenges, and more. The group can be found:

- By searching “Women Build 2018 Team Leaders” on Facebook
- Accessing the [Group page URL](#) on the Team Leaders page at chicagowomenbuild.org

Please join the Facebook group by 6/26/18. If you do not use Facebook or do not feel comfortable joining, please identify a member from your team to join in your place.

Email updates

Emails will be sent directly to participants from Team Women Build (events@habitchicago.org) with key event information. Please mark us as a known sender, and instruct your team to do the same, so that you don't miss any important information.

Questions before Women Build week

If you have any questions or concerns leading up to the event, we are here for you. Please reach us by:

Email: events@habitchicago.org

Phone: 312-563-0296 and request to speak to a Women Build team member

Paying a visit or sending us mail:

Habitat for Humanity Chicago
ATTN: Women Build
1100 W Cermak Rd., Ste. 404
Chicago, IL 60608

Questions during Women Build week

You can reach a member of the Women Build team on the build site by calling (773) 466-4315.

Share your stories, inspire others:

Facebook: Habitat for Humanity Chicago

Twitter: @HabitatChicago

Instagram: @HabitatChicago

LinkedIn: Habitat for Humanity Chicago

#HabitatChicago | #CHIWomenBuild



You are now all set! If we missed anything, let us know. We'll do our best to address it immediately, but even if we can't, your feedback can help make this guide more useful for Team Leaders going forward. And at that, we'll leave you with this last thought - the words that drive us here at Habitat Chicago. We hope it sparks in you the same inspiration that keeps us working hard every day:

No matter who we are or where we come from, we all deserve to have a decent life. We deserve to feel strength and stability day after day. We deserve to know we have the power to care for ourselves and build our futures.

At Habitat for Humanity, this is what unites us. Our shared vision is a world where everyone has a decent place to live.

Because you, me, we – we're all humans. And every single one of us deserves the opportunity for a better future.

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