



FUNDRAISING GUIDE



Women Build

Getting started and being wildly successful on chicagowomenbuild.org.



Habitat
for Humanity®
Chicago

WELCOME TO WOMEN BUILD!

We're thrilled to have you join a community of 400 women committed to helping more women in Chicago become homeowners. Together, we will raise \$275,000 to completely fund the affordable Habitat homes of woman-led households and hit the build site from October 8th - 12th, 2019 to advance construction of these homes.

We know that Women Build is a big commitment, and we are so grateful you are taking it on. This user guide will help you get the most out of chicagowomenbuild.org. If you have any questions unanswered by this user guide, please contact us at events@habitatchicago.org.

If you are reading this and are interested in participating in Women Build but do not yet have login credentials, please contact us at events@habitatchicago.org to get started.

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GETTING STARTED

The First Three Things You Should Do!

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

The platform makes it easy to personalize your page. Following your registration, you'll be prompted with three easy steps to get started.

A note: we strongly suggest making a donation to your own page (no matter how small) so you can show your friends and family that you, too, think the mission is worthy of investment.

Step 1: Create a Custom URL for Your Individual Page



Getting Started Step 1 of 3
Create Custom URL

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.

my.habitatchicago.org/WomenBuild2019/ Victoria

CREATE MY URL NOW

MAP

Step 2: Upload a Photo for Your Individual Page



Getting Started Step 2 of 3
Upload Profile Photo

VO

MAP

Step 3: Donate to Your Personal Goal



Getting Started Step 3 of 3
Donate to Your team

Get your campaign started with a donation of your own!

Donation Amount:
\$

First Name (on card) Last Name (on card)
Victoria Orubreff

Billing Address
1100 W Cermak St# 440, Chicago, IL 60608

Billing Phone Number
3125930296

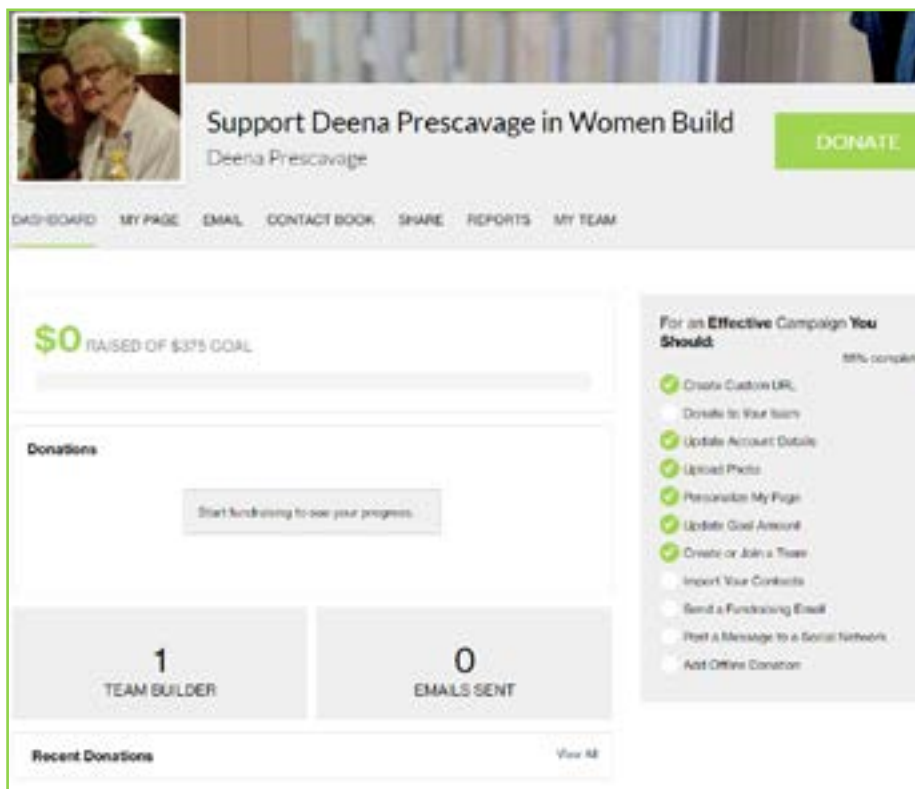
Card Number Exp CVV

YOUR DASHBOARD

Your Dashboard View

Once you finish those start-up steps, you'll land on your fundraiser dashboard. Your dashboard is like your control panel. Here, you can personalize your outward facing page, promote your page through email or social media, monitor your fundraising progress, and say thanks to your donors!

Your dashboard will look something like this:



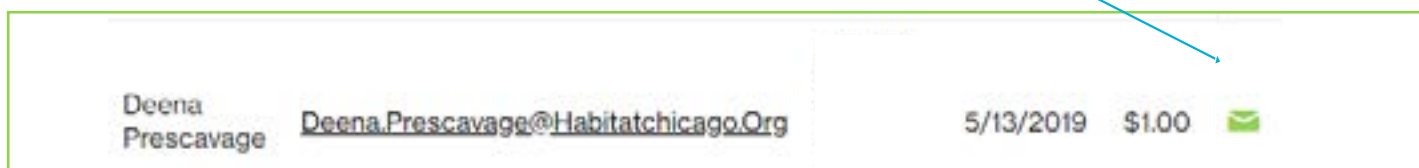
On the left-hand side, you'll see graphs of your donation activity.

Underneath the graph is the Team Builder function. **Please do not create a new team or switch teams without first contacting events@habitatchicago.org.** To keep everyone safe and active on-site, we must cap the number of Women Build participants.

To the right of the "Team Builder" button, you can see how many emails you have sent to potential donors (it will not record thank you

emails sent to people who have already donated). The more emails you send to potential supporters, the greater odds you will meet your fundraising goal!

On the very bottom is a list of your donors. You can click the green envelope next to a donor's name to send an email or thank you card to your donor, if s/he has provided contact information.

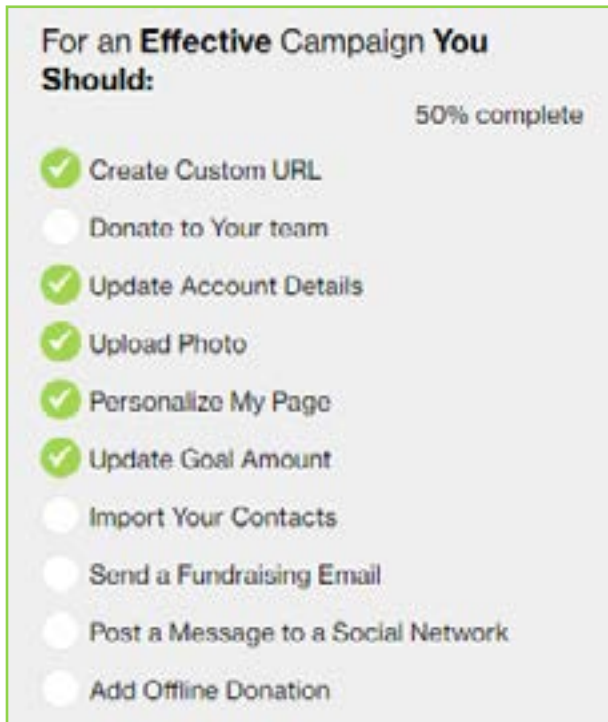


Your dashboard overview continues on the next page.

YOUR DASHBOARD

Your Campaign Progress

The “Campaign Progress” box on the right-hand side of your dashboard contains tasks that are intended to streamline your fundraising success. Once you complete a task, a checkbox will appear on the left. Here’s a snapshot of what each task will do:



Create Custom URL – By default your campaign URL will contain a bunch of numbers. Create your own personal URL so it is simple to find you, and easy for you to remember.

Donate to Your Own Goal - Lead by example and donate to Women Build yourself. A donation made through this task will count towards BOTH your individual and team goals.

Update Account Details – This will allow you to update your information, e.g. your email address, password, address and phone number.

Upload Photo – Upload or change your profile picture from your computer or a linked Social Media account.

Personalize My Page – This will direct you to the front of your site to update what visitors will see. You want to make this page authentic to who you are.

Update Goal Amount– Your fundraising goal will default to the required minimum of \$375. You can update this as many times as you’d like.

Import Your Contacts. Import your contacts from an e-mail account, a previous Habitat fundraising campaign, or an excel CSV spreadsheet.

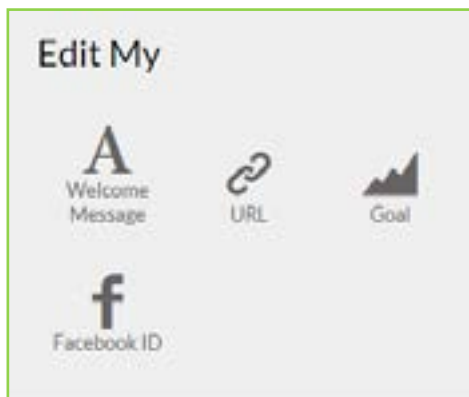
Send a Fundraising Email – Send and track emails to potential supporters and existing donors through chicagowomenbuild.org.

Post a Message to a Social Network – On this page you can link your social accounts and post individual updates to your Facebook, Twitter, or LinkedIn.

Add offline donation. Post a pledged check or cash donation. More on page 12.

PERSONALIZE YOUR PAGE

Personalizing your page is one of the most important things you should do! We will have some added defaults for you, but you'll want to take the extra step to make this page yours. To get started, select **Personalize My Page** in your campaign progress box. This will direct you to the front of your site to update what visitors will see.



Welcome Message. Clicking on Welcome Message will allow you to edit the title of your page, as well as the body of your page. What should you say here? This is the place to explain why Women Build is important to you, and what you are trying to achieve. This is a serious mission, but that doesn't mean you can't be charming and funny if that's who you are!

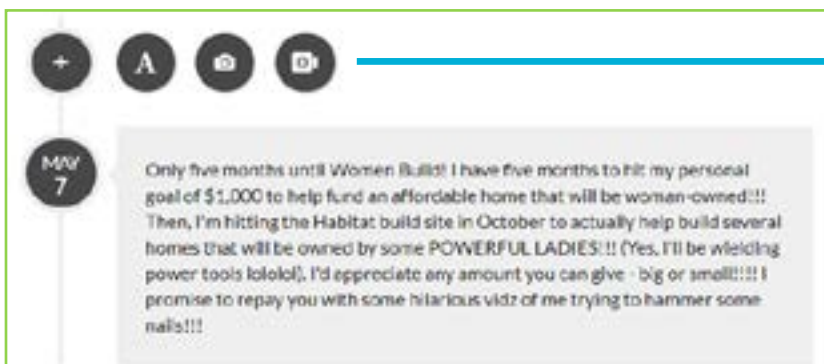
URL. Here you can update the URL that will be shared with your network. Create your own personal URL so that it is easy for you to remember and for folks to find you. Once you change your URL, your previous URL will become inactive, so we don't recommend changing this after you've already shared with your donors.

Goal. Click the goal icon to update your fundraising goal. There is no limit on how many times you can update your goal (you won't be able to set it lower than the \$375 minimum).

Facebook ID. Inputting your Facebook ID will allow you to moderate the comments people leave on your page. Once you click on Facebook ID, you'll be given instructions on how to find your Facebook ID.

Your Fundraiser Feed

Underneath your body text is your "Fundraiser Feed", which is a living, open connection from you to your network. Each update posted to the feed includes a date stamp! Add text, photos, or videos to captivate and engage your donors as you go.



To add a post, click on one of these icons. We recommend doing this to say thanks to new donors, when you hit a fundraising milestone, during your build day, or just because! The more active your feed, the better.

PERSONALIZE YOUR PAGE

Editing Your Profile and Cover Images

On each personal and team fundraising page, there are two types of photos: (1) your profile image and (2) your cover photo, also called your “campaign image.” Only Team Leaders will have the permissions to customize your team page.

These will be pre-populated with Women Build imagery, but we recommend customizing them to increase familiarity with your potential donors! Below are definitions and instructions on how to update each.

Profile Image. Your profile image is a picture of yourself or something that represents you! This can be updated through a start-up task or by clicking the appropriate task in your campaign progress list.



Support Deena Prescavage in Women Build
Deena Prescavage

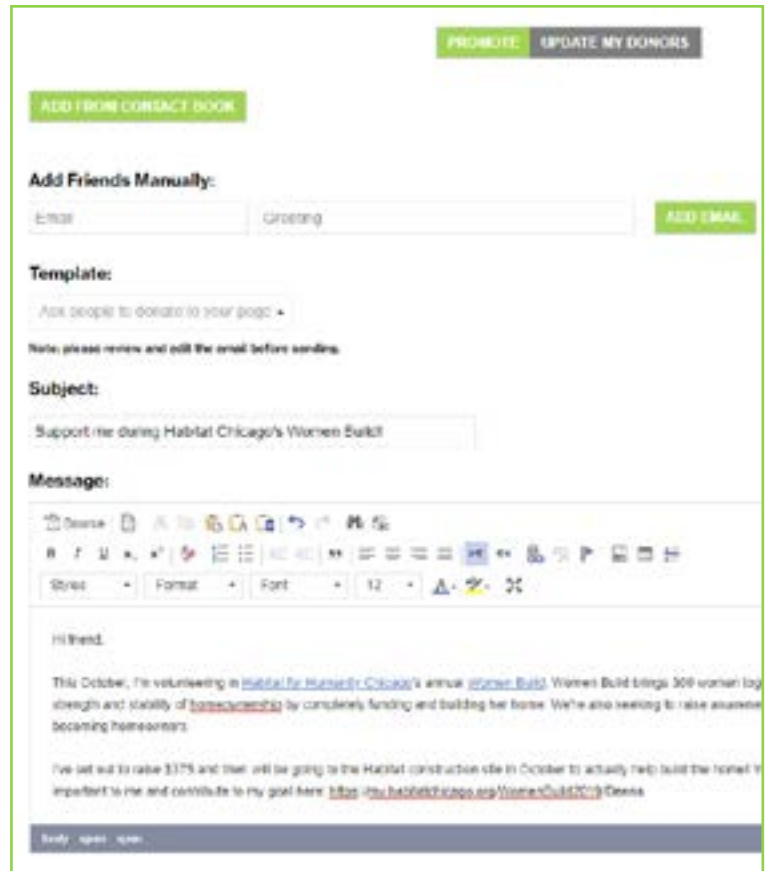
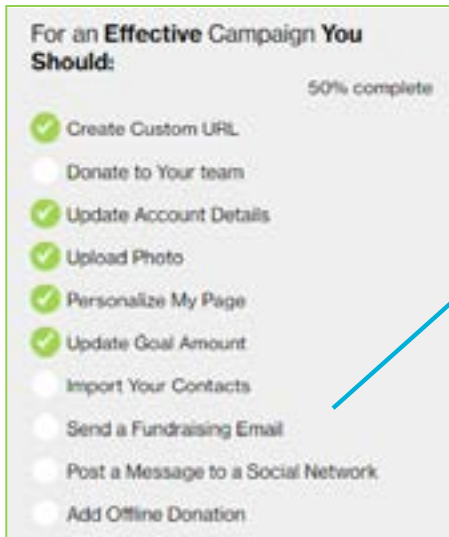
Campaign Image. The campaign image is the big, horizontal banner image that appears at the top of your page. When you hover your mouse on this area, you will see an icon pop up that will allow you to update this image. The recommended image dimensions are 2500px x 785px and it will view best as a medium-res.jpg.



SPREAD THE WORD

Sending Emails Through Your Dashboard

To get started, select **“Send a fundraising email”** in your campaign progress box.



Step 1: Verify Your Email

Your email must first be verified to access these email tools. As soon as you register, you will receive a link to verify your email. If it hasn't yet been verified, you will be prompted to verify it on the “Send a Fundraising Email” page.

Step 2: Choose Your Recipients

You can send emails promoting your page by manually entering email addresses or through the contact book functionality (more on the next page).

You can also send messages directly to your donors by selecting “Update my Donors”. This will send an email to ALL of your donors. To send an email to a specific individual donor, see page 4.

Step 3: Write Your Content

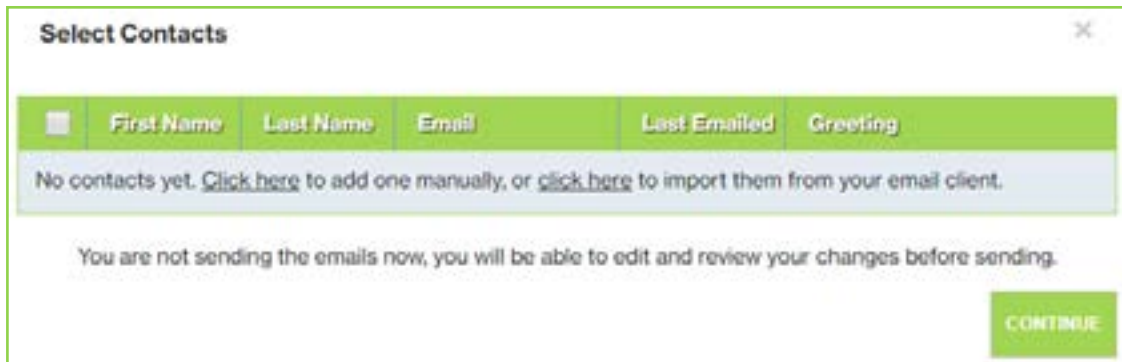
Once you have your audience, you can select an available email template (a preset email message) by clicking the down arrow under the template box. When a template is selected, a subject and message will be entered which can then be customized. Alternatively, you can create your own email message from scratch. If it's a message you think you'll re-use, you can save it as a template.



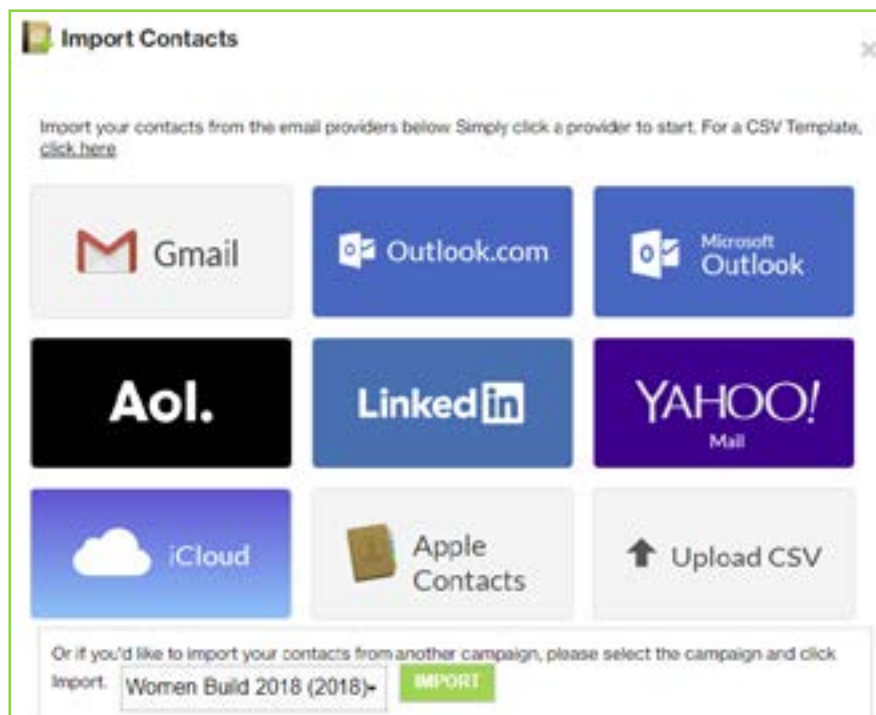
SPREAD THE WORD

Importing Your Contact Book

If you choose to import your contact book through the “Send a fundraising email” task, this pop-up window will appear.



When you select “click here to import them from your email client”, you can import your contacts from any of the sources below. You can also upload contacts from an excel file in a CSV format or from one of your previous Habitat Chicago fundraising campaigns.

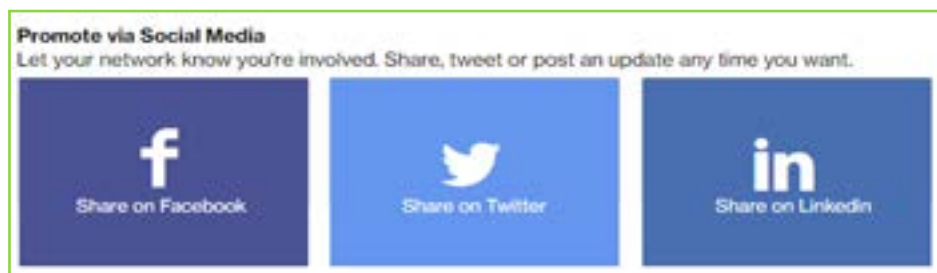
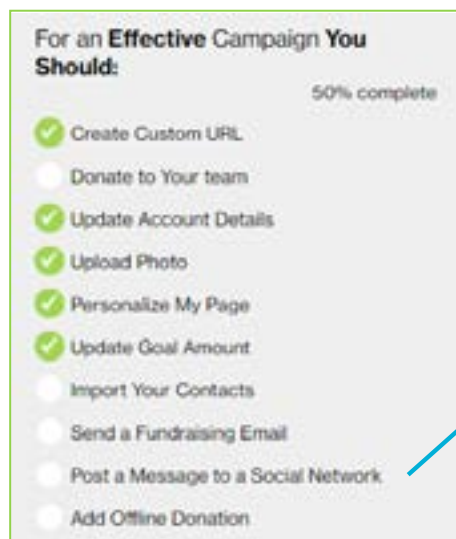


If you choose to add contacts manually, you will be prompted to fill in your new contact's first name, last name, and email.

SPREAD THE WORD

Use the power of social media

In your “Campaign Progress” box, you’ll see the task “Post a Message to a Social Network.” This tab will allow you to share your personal fundraising page through any of the social networking sites below:



If you are already logged into Facebook, Twitter, or LinkedIn, clicking on the specific icon will trigger a pop-up confirming your credentials. Once logged in, you’ll have the option of customizing your message before completing your social media post.

Top Social Media Tips

1. Use the Women Build Social Media Kit found at <https://my.habitatchicago.org/WomenBuild2019/Static/fundraising-resources>.
2. Post early in your campaign and often. Social media algorithms make it so that not all of your followers will see all of your posts. Include a photo or video with every post. These make it so that your post is significantly more likely to appear in somebody’s feed. If you need Women Build imagery, check out our photo library at <https://my.habitatchicago.org/WomenBuild2019/Static/Photos>.
3. Make sure to customize a social media post before you share it. Your friends and family will be more likely to donate if they know why Women Build matters to YOU.
4. Send direct messages! These really work, especially on Facebook where you can see if someone has read your message. Follow up if you get that “read” receipt and no donation!
5. When someone makes a donation to your page, thank and tag them on social media. Challenge another friend to match (or beat!) the donation. Peer pressure is real, y’all.
6. If you’re fundraising as part of a team, support each other! Comment on and like one another’s posts to boost momentum and the likelihood of your posts appearing on someone’s feed.

DONATIONS 101

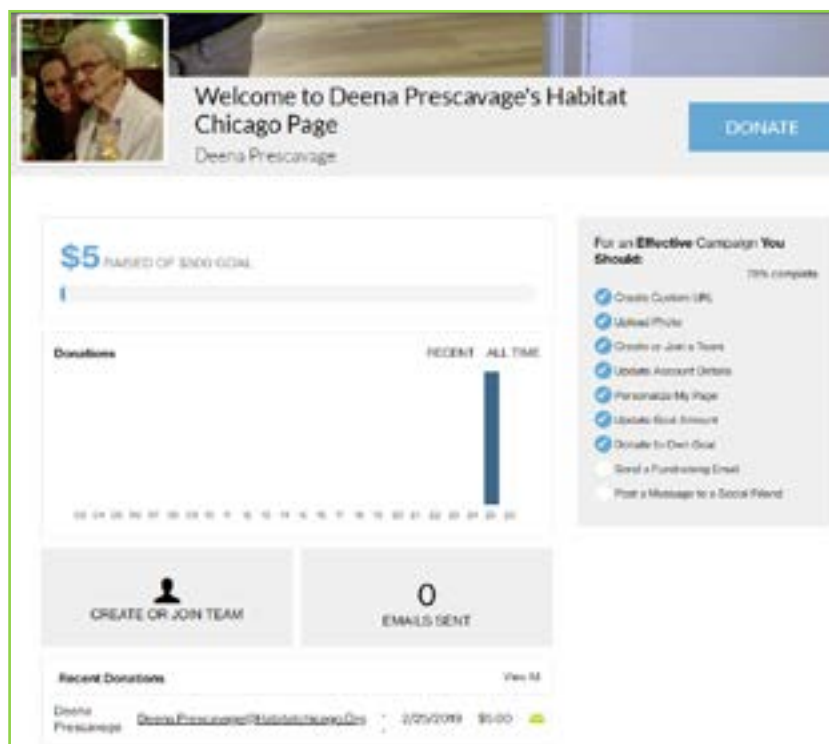
People are giving! What happens?

Each time you receive a donation, you'll be notified via email and it will automatically be counted towards your individual goal and your team's goal. It will also appear in your recent donations report in your Fundraiser Dashboard.

Say thanks!

Upon donation receipt, donors will receive a thank you letter and necessary tax information from Habitat Chicago, but it's equally important for you to say thanks personally.

As soon as you see a new donation, send your donor a thank you e-mail by clicking on the green envelope next to his/her information.



If your donation went to the wrong place...

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

Additional Information for Donors

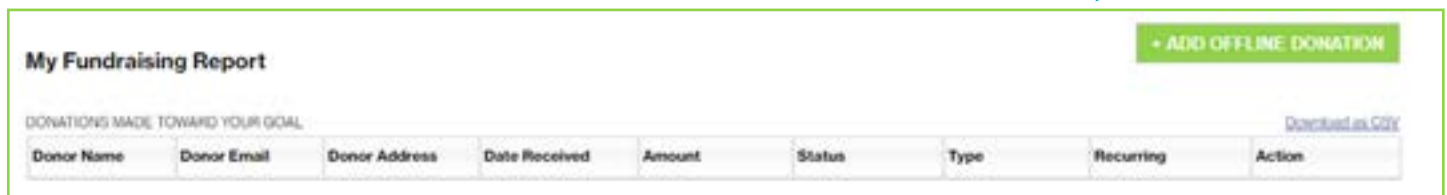
Commonly asked questions: <https://my.habitatchicago.org/WomenBuild2019/Static/faq>
Tax information: <https://my.habitatchicago.org/WomenBuild2019/Static/donor-resources>
Submitting cash or check donations: On the next page

DONATIONS 101

Offline Donations: Cash and Checks

When you receive a check or cash donation, here's what to do:

Step 1: Enter an offline donation by clicking “View All” on your “Recent Donations” report on your dashboard. Then select “+Add offline donation” in the top right corner.



Step 2: If a supporter would like to donate via check, please have him/her:

1. Make check payable to “Habitat for Humanity Chicago”.
2. Include a note in the check that includes your name and indicates the donation should be credited to your Women Build fundraising page.
3. Mail the check to:
Habitat for Humanity Chicago
ATTN: Women Build
1100 W Cermak Rd. Ste. 404
Chicago, IL 60618

If you receive a cash donation, please do not send it via mail. Rather, bring it to the Habitat Chicago office at the address above. Hours and directions can be found at <https://www.habitatchicago.org/directions-hours>.

Step 3: Offline donations will initially be considered “unverified” donations, and they will not be counted towards your goal until they are received and processed by Habitat Chicago. Expect the donation to be credited to your page within 7-10 days of receipt. If you do not see it within ten days, please contact events@habitatchicago.org with the donor’s first and last name, the donation amount, and the date on which it was sent or brought to Habitat.

ADDITIONAL RESOURCES

Fundraising Ideas and Social Media Kit

For fundraising pointers, group fundraising ideas, and a social media kit, visit <https://my.habitatchicago.org/WomenBuild2019/Static/fundraising-resources>.

Team Leader Resources

If you are leading a Women Build team, this page has resources specific to you: <https://my.habitatchicago.org/WomenBuild2019/Static/team-leader-resources>.

Women Build Facebook Group

Join this private Facebook Group to connect with your fellow Women Builders: <https://facebook.com/groups/ChicagoWomenBuild>.

FAQs

For answers to commonly asked questions regarding fundraising, donating, and volunteering, visit <https://my.habitatchicago.org/WomenBuild2019/Static/faq>.

Contact Information

Contact:

events@habitatchicago.org

312-563-0296

Habitat for Humanity Chicago
1100 W Cermak Rd., Ste. 404
Chicago, IL 60608*

*Please note: this is our office location, not our build site. The exact build site address will be emailed to you with event logistics before Women Build.

Social:

Facebook: [@Habitat for Humanity Chicago](#)

Twitter: [@HabitatChicago](#)

Instagram: [@HabitatChicago](#)

LinkedIn: [@Habitat for Humanity Chicago](#)

#HabitatChicago
#ChiWomenBuild

GO FORTH, HAVE FUN!

Our biggest thanks!

We cannot say thank you enough for going above and beyond to ensure that more women will have access to the long-lasting, life-changing benefits of stable and affordable homeownership.



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 own 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.