



Women Build 2019

Instagram Posts Copy:

Instructions: Social Media is an effective tool to recruit and inspire team members and donors to your Women Build team and goal. Below are text options to use along with a photo, to inform your followers about the Women Build mission and why it is important. Don't be afraid to post often, and across multiple platforms, to reach as many potential team members and donors as you can. Find other tips on other ways to use social media to help your fundraising at the end of the document.



Shorter captions: For platforms like Instagram or Twitter, or posting profile or cover photos on Facebook, caption your photos with these condensed, to-the-point statements about Women Build. Customize as applicable.

- a. I #CHIWomenBuild because...
 - i. I support women-led households and female homeownership
 - ii. Women deserve the same access to affordable homeownership and its life-changing benefits
 - iii. Women face a disproportionate number of gendered barriers to owning a home- let's change that!
 - iv. ... of the financial, educational, health, and social benefits of homeownership
 - v. I want to break down gendered barriers towards female homeownership
- b. [Help me support/Join with me] this community of 400 resilient women as we...
 - i. Help more of our sisters become owners of stable, affordable, and quality homes
 - ii. Help more of our sisters grow their wealth financial security and independence
 - iii. Help more of our sisters provide futures of opportunity for their children
 - iv. Help move the needle on gender inequality.



Make Sure To:

- a. Include the Women Build website link at the end of your posts, when possible:
chicagowomenbuild.org
- b. Supplement these captions and posts with personal anecdotes and reasons why YOU Women Build. Donors and potential team members are more inclined to support you and your connection to the event, rather than just statistics



Other ways to use social media to help fundraise:

- a. Direct messages
 - i. You can see who has read/seen your messages on Facebook and Instagram
 - ii. Direct message anyone who responds to, looks at, or interacts with multiple things you post
- b. Instagram Stories
 - i. Beyond a standard Instagram post (Photo with caption), post a photo to your Instagram story as well
 - ii. Series of posts: Post multiple stories in a row that lay out a theme or data with a progression of photos and information
- c. Thank those who donate!
 - i. Give a shout out on your social media to anyone who donates (with their permission)
 - 1. Could be an Instagram story, Facebook post, photo with caption, etc.
- d. Challenge friends to get involved
 - i. Idea 1: Create a short video talking about three friends who have had a significant impact on you and why they are a great Women Build fit
 - ii. Idea 2: Post a photo with a friend whom you've volunteered with before (Women Build or otherwise) with a call to action
 - iii. Idea 3: Organize a happy hour event! Bring together women you think are likely to support you and get involved while having a fun time together
 - iv. Idea 4: Get creative! You never know who your experience and the Women Build story will resonate with
- e. Share photos!
 - i. Share photos of you at previous Habitat/Women Build events to emphasize your personal connection
- f. Work with your team!
 - i. When someone posts on social media, be sure to like and respond
 - ii. Tag each other in posts to help boost your signal
- g. Always use a photo or video when possible
 - i. Photos and videos are more likely to come up on people's feeds

- h. Post early and often
 - i. Not every post is seen by everyone every time, so you won't be overloading people's feeds!