

WOMEN BUILD 2019

TEAM LEADER KICKOFF



Welcome!

Introductions

Habitat Chicago Homebuyers

Women Build Committee Members

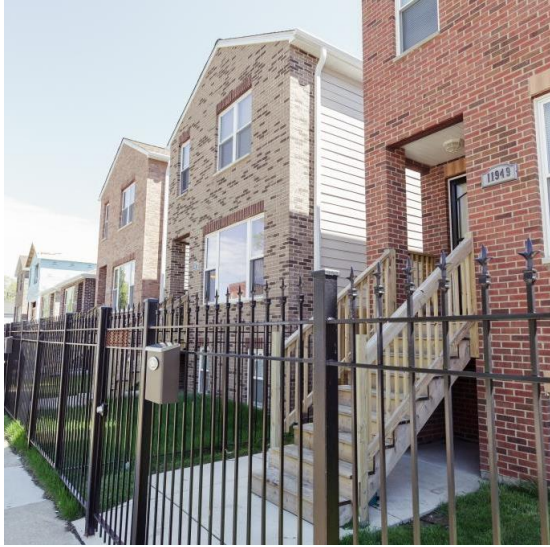
Habitat Chicago Staff

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MISSION



Habitat Chicago



Why it Matters

1 in 10 people currently face critical housing needs in Chicago.

4 in 10 people live in neighborhoods with declining conditions.

>>> Housing is at the core of healthy, vibrant families and communities.



Women Build

A five-day build bringing a community of women together to fund and advance construction of the homes of Habitat Chicago's women homebuyers.

Why Women Build?

Housing stability is harder for women to achieve than men.

- Women earn less on average than men, resulting in poorer **access**.
- Unequal caregiving responsibilities **limit** a woman's ability to maintain employment and decent housing.
- Single women are **denied** mortgages at higher rates than single men.

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HOMEBUYER PANEL



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EVENT REVIEW



FOLLOW ALONG IN YOUR TEAM LEADER PACKET!

Start on page 3:

- >> Overview & Goals (page 3)**
- >> Build Day at a Glance (pages 4-5)**
- >> Getting Started as a Team Leader (pages 6-11)**
- >> Going Above & Beyond as a Team Leader (pages 12-17)**

- >> <https://www.chicagowomenbuild.org> is your hub!
- >> events@habitatchicago.org is your key contact (make us a known sender, PLEASE 😊)
- >> <https://www.facebook.com/groups/ChicagoWomenBuild> is your friend!

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FUNDRAISING BOSSES\$



Meet the Team!

Fundraising and Sponsorship Sub-Committee

Crystal Bland

Jenie Farinas

Adrienne Penaloza

Ashley Pollock

Diana Rodriguez

Amy Sullivan

10 Fundraising Tips (and other helpful tools)

#1: ASK, ASK, ASK!!!

Why do people give?

- Because they were asked!

Will everyone I ask give?

- No and that is ok. That's why we ask everyone.
- Listen for the 'no, but's':
 - No, I can't give \$100, but I can give \$40.
 - No, I can't join your team, but I can help with your bake sale.

Will everyone I ask give right away?

- Nope, also ok. That's why we ask often.
 - Don't hesitate to follow-up and send reminders.

#2: Identify WHO you will ask

Think through all of your contacts. Brainstorm by groups:

- Family
- Friends
- Neighbors
- Co-workers
- Former Schoolmates
- Industry peers and colleagues
- The company you work for
- The company you work with

Hint: Who you have supported recently? Walk events, marathons, Girl Scout cookies, candy bars, wrapping paper...etc. It is your turn to ask for their support!

#3: Make a plan for HOW you will ask

Communicate in all the ways

- In person (face-to-face or over the phone)
- Individual email
- Group email
- Social media
- Word of Mouth

Group emails and posting are ok, but communicate one-on-one as much as possible

Personalization is key. Tailor your message to match your audience.

#4: Post Early and Often

Create a social media strategy

- Make it personal – share what Women Build means to you
- Plan your posts and post often to make sure that it is getting through
 - This is a GREAT effort, not a political rant – people will be happy to keep seeing it
- Pictures and video are noticed far more than text (up to 94% more!)
- Recognize and thank your supporters on social media

#5: Support Each Other

Remember, this a team effort.

- Tag each other on social media posts to help boost awareness for your entire team
- The more likes and responses a post gets, the more people will see it
- Work with your team to make sure to “like” and respond to each other’s posts

#6: Tell everyone!

Make it known to everyone that you are fundraising.

- Create “Ask me about Women Build” signs for your desk and buttons to wear
- Add a link to your Women Build fundraising page to your personal and professional email signatures
- When people ask you “How are you, How have you been?” answer by sharing that you are fundraising for Women Build

#7: Make it a group effort

Engage your team.

- Set a goal as a team – stretch beyond the minimum
- Brainstorm team fundraisers & gatherings
- Host a Women Build Kickoff event for your team
- Get others involved in making your ENTIRE group successful

#8: Be specific and direct

Make requests specific.

- Ask for what you want vs. keeping your request open-ended
 - Direct: “Jane, would you consider a \$100 gift?”
 - Challenge: “I want to raise \$250 before the end of the week. I just need 10 friends to give \$25. John, can I count on you?”
- Don’t forget matching gifts. Ask your supporters if their company has a matching gift program.

#9: Celebrate your team

**Tap into the competitive spirit & build team comradery.
Recognize your team along the way.**

- Send weekly progress updates to the team
 - Not just about fundraising, but information about Habitat
- Celebrate successes and acknowledge fundraising leaders
- Share quotes and inspirational stories to keep everyone motivated
- Connect with team members that might need help
- Track progress and help drive momentum

#10: Have FUN

Fundraising is fun!

- Your build day will be an amazing team building event, but fundraising as a team - overcoming challenges, achieving goals, creating awareness around an important issue - is an incredibly awarding experience.

Best Practices & Lessons Learned

Establish a way track your team's progress

- Share it on Google Drive so everyone can contribute.

Communicate with your team regularly as group and individually

- Weekly updates work really well.

Delegate! Assign roles to your team members

- Yes, you are a superwoman, but you are not alone. Call on the other superwomen on your team to help.

Encourage your team to make fundraising personal

- Personalize your fundraising pages! Share why you are supporting Women Build.

Best Practices & Lessons Learned

Create benchmarks to keep your team on track and motivated.

- Celebrate when you reach your goals
- Goals don't have to be limited to fundraising amounts.
 - Examples: 100% of team ... by (set a date)
 - Personalized their fundraising pages by Sent an email to 50 people asking for \$25+ donations
 - Sent a personalized email to 25 people asking for \$50+ donations
 - Posted a request asking for donations of \$10+
 - Asked 5 businesses they frequent for their support with a \$250 gift. Think: dry cleaner, local bar/restaurant, hair/nail salon, grocery store.

Let's get started!

Create your fundraising statement.

- Why are you a part of Women Build?

Practice your Women Build response.

- Hi, how are you? What have you been up to?

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QUESTIONS



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LET'S DO IT



ACTION ITEMS

- Register on your team first! Then, it's team recruitment time.
- Join the Facebook Group & tell your Team members to join!
- Use the Social Media Kit; update your cover photo today!
- Explore information and tools available on Chicagowomenbuild.org
- Hang your team leader checklist in a visible place

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THANK YOU!

Pssst... let's take a photo

