TEAM LEADER GUIDE

WOME! BUILD



Women Build

October 8th - October 12th, 2019 | West Pullman

BUILD

BUILD



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:

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You can also access this packet and additional Team Leader resources electronically on the "Team Leader Resources" page at <u>www.chicagowomenbuild.org</u>.

Overview + Goals

Welcome!

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.

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.

We have ambitious goals for 2019, but experience tells us they're no sweat.

Women Build Week: October 8-12th, 2019

Location: The Habitat Chicago build sites in West Pullman, Chicago, IL 60628 (exact build site address will be e-mailed to all participants before the event. Be sure to mark <u>events@habitatchicago.org</u> as a known sender so you don't miss any important information.)

Our Fundraising Goal

\$275,000 in peer-to-peer fundraising to cover tools, materials, and construction leadership costs for our homes that will be women-owned.

Women Build Hall of Fame: In 2018, we raised \$244,583, exceeding our \$175,000 goal by \$69,000.

Individual Requirements

\$375 – Each Women Build participant is required to raise at least \$375 by the end of Women Build week (11:59 PM on 10/12/19). If a woman is far off from this minimum, she may be ineligible to participate in future Women Builds.

Women Build Hall of Fame: In 2018, top fundraiser Rebecca C brought in \$5,735.

Team Goal

\$6,000 – We are asking each Women Build team of 12 to set a minimum goal of \$6,000.

Women Build Hall of Fame: In 2018, top fundraising team Turner Construction raised \$20,030.

Build day at a glance

Basics

Location: The Habitat Chicago build sites in West Pullman, Chicago, IL 60628 (exact build site address will be e-mailed to all participants before the event. Be sure to mark <u>events@habitatchicago.org</u> as a known sender so that you don't miss any important information.)

Schedule

7:30 am	Registration				
8:00 am	Welcome & Safety Orientation Any volunteer who is absent for the Orientation may forfeit her 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				

Transportation + Parking

Take your car

Free street parking is available, but limited. We encourage you to carpool or share an Uber or Lyft to site.

Public Transportation

The build site is accessible by CTA and Metra transportation.

Build day at a glance

What you'll be doing

We will be working across mulitiple homes that will be in various stages of construction. Your flexibility and enthusiasm for the task at-hand is most appreciated. Some typical volunteer activities might include framing, siding, painting, roofing, laying flooring, hanging doors or windows, trim work, finishing, landscaping and cleaning.

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:

- Each participant will be given a Women Build t-shirt the morning of her build come ready to put it on!
- Thick pants, no shorter than your knees, that you don't mind getting dirty.
- Closed-toed, durable shoes. Boots preferred, sneakers acceptable.
- Layers! Weather in October can vary and you may be working outdoors or indoors.
- Avoid wearing jewelry.
- Secure long hair.
- Each participant will need to wear a hard hat and safety glasses throughout the day Habitat Chicago will provide all protective equipment.

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.

We will have bins for you to store the stuff you don't need while you build!

Who can build

Any self-identifying woman over the age of 16; all volunteers under age 18 are required to have a chaperone over age 21 with a completed youth waiver. There is no construction experience necessary! You will be working under the direct supervision of trained Habitat Chicago Crew Leaders. There is no experience necessary to volunteer – just a willingness to listen, learn, and get the job done!

Step 1: Know your key dates

Hang your provided Team Leader checklist on the fridge, or another visible place to help keep on track!

June 13-July 14: July 15:	Build your team! Make sure they register on your team page URL. Public sign-ups open on chicagowomenbuild.org; interested individuals will be placed on teams with open spots.
September 27: October 8-12:	The final day to make changes to your Women Build team roster. Women Build!
October 12 (midnight):	Fundraising deadline for top team contest and fundraising prizes.

Step 2: Register yourself to fundraise on chicagowomenbuild.org + familiarize yourself with the website

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. If you have participated in Women Build before, you will notice that we have a brand new website. Yay!

You'll receive your team page URL from <u>events@habitatchicago.org</u> after the Team Leader Kickoff. On your team page, there will be a "Join Our Team" button. You can ONLY register by joining a team page (not using the register button on the homepage).

The life-changing benefits of affordable homeownership are immense: it improves You will automatically be made school performance, decreases crime, improves financial outcomes, and enhances the \$3 health and well-being of children and adults - among many others. But due to the Team Captain by being the gendered barriers like the pay gap and its impact on credit access, and uneven child raised of \$6,500 goal care responsibilities that limit time and financial resources, it is far more difficult for a first person to join your team! woman to own a home than a similarly situated man Victoria's Test Team is doing something about this. We're linking arms, picking up our If you have participated in power tools, and joining in Habitat for Humanity Chicago's Women Build to knock these barriers down. Alongside 400 determined women, we will raise \$275,000 to help build affordable homes that will be owned by women! Then we're hitting the Habitat build Donate Women Build before, you can site in October to help construct the homes. join your Women Build 2019 Help us reach our goal so we can change the lives of these women forever and prove team with your existing that there is nothing a committed group of women can't achieve when they come together. Every donation - big, small, or somewhere in between - helps to build a credentials. You will also have strong, stable, and equal future. access to information from your Thanks Victoria's Test Team previous fundraising 2 Builders campaigns, such as donor recruited Victoria Onufrieff \$1.00 \$ contact information.

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Step 3: Join the Women Build 2019 Facebook Group; use the Women Build Social Media Kit

The Women Build volunteer planning committee has created a private Facebook group for Women Builders, in which the committee will post homebuyer updates, fundraising ideas, shared progress, and more. We encourage everyone to use the group as a communication tool to stay in touch with each other and post questions, ideas, victories, challenges, and more. This is a closed group. Our committee members will be monitoring and granting approval to all Women Builders on an ongoing basis! The group can be found:

- By the direct URL: <u>https://www.facebook.com/groups/ChicagoWomenBuild</u>
- By searching "Habitat for Humanity Chicago's Women Build" on Facebook



There is a Women Build Social Media Kit available to you, which includes: Facebook profile frames; Facebook cover photos; text and images for Facebook, Twitter, LinkedIn, and Instagram; Instagram stories; customizable flyers. Your use of these will not only boost awareness of your fundraising efforts, but the Women Build mission at large. You can access the kit contents at:

https://my.habitatchicago.org/WomenBuild2019/Static/fundraising-resources

Step 4: Customize your personal AND team fundraising pages; explore your Dashboard resources

When you log in to the Women Build website for the first time, you will be prompted with three action steps to take for setting up your personal page and personal fundraising goal.

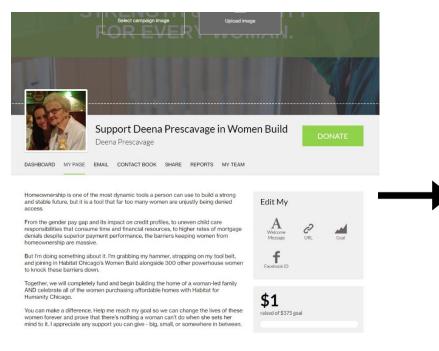
Once you work through these steps, you will land on your fundraising dashboard. Think of this as your command center! There's a whole lot you can do from your dashboard, but in this guide, we will focus on the areas most important to you as a Team Leader. For additional info, check out our user guide on the Women Build fundraising resources page.

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1 0 Team builder emails		O EMAILS SENT	ī	Send a Fundralsing Email Post a Message to a Social Network Add Offline Donation	
Recent Donations			View All		

This is the landing page of your fundraiser dashboard. Here you can:

- 1. Donate to your own page to show others YOU believe in the Women Build mission (we've seen this make a BIG difference!)
- 2. Monitor your personal fundraising progress.
- 3. Track recent donations and send thank you emails directly to individual donors.
- 4. Invite members to join your team by clicking the team builder icon.
- 5. Complete that handy-dandy checklist on the right to have the most effective campaign possible! Note that this is where you can upload or change your personal profile picture.

To customize your personal page, select "My Page" from your dashboard menu. Set an example for your team members by customizing your personal page right at the start!



Once on your personal page, you can customize:

- 1. Your page's cover photo (campaign image).
- 2. Your welcome message, i.e. the big body of text on the left.
- 3. Your personal page URL (note: once you edit this, your previous URL will be invalid, so after you share the URL, it's a good idea not to change it again).
- 4. Your personal fundraising goal.
- 5. Your Facebook ID, which will allow you to moderate comments left on your team page.



Only five months until Women Build! I have five months to hit my personal goal of \$1,000 to help fund an affordable home that will be woman-owned !!! Then, I'm hitting the Habitat build site in October to actually help build several homes that will be owned by some POWERFUL LADIES !!! (Yes, I'll be wielding power tools lololol). I'd appreciate any amount you can give - big or small!!!! I promise to repay you with some hilarious vidz of me trying to hammer some nails!!!



On your personal and team pages, you also have a fundraiser feed at the bottom. This is a living stream where you can post text, photo, and video updates directly to your page. This is a great way to engage potential supporters and thank those who have already donated!

As the team captain, you are the only person who has the ability to customize your team's page. To personalize your team page:

- 1. Select "My Team" from your dashboard menu.
- 2. Select the green "My Team Page" button, which will take you to the front end of your team page.
- 3. Follow the same steps you took to customize your personal page. If you are a returning Team Leader, it's a great idea to use photos and videos from previous Women Builds. There's an excellent chance that there is a photo of you and your team in a Women Build photo album on Habitat for Humanity Chicago's Facebook page.

Support Deena Prescavage in Women Build Donate Deena Prescavage Donate DashBoard My page Email contact book share reports my team	Psssttt If you'd like to make one of your teammates a co-team leader, you can do so by clicking the + button next to her name on your team member list.
TEAM MEMBER CAPTAIN RAISED GOAL Dena Prescavage dena,prescavage denabitatchicago.org P Sto0 S375.00 DP Dena Prescavage denabitatchicago.org P Sto0 S375.00 Dena Drescavage denabitatchicago.org P Sto0 S00.00 Denabitatdiperscavage denabitatchicago.org P Sto0 S00.00 Denabitatdiperscavage denabitatchicago.org P Sto0 Sto0	Please let Habitat Chicago know that you are co-leading so that we can recognize both of your efforts!
MY TEAM PAGE	

Once on your team page, you can edit:

- 1. Your team's cover photo (campaign image).
- 2. Your team's profile photo.
- 3. Your welcome message, i.e. the big body of text on the left,
- 4. Your team's URL (note: once you edit this, your previous URL will be invalid, so after you share the URL, it's a good idea not to change it again).
- 5. Your team's fundraising goal,
- 6. Your Facebook ID, which will allow you to moderate comments left on your team page.



Sample Page is doing something about this. We're linking arms, picking up our power tools, and joining in Habitat for Humanity Chicago's Women Build to knock thes barriers down.

Alongside 300 determined women, we will completely fund and begin building the



Step 5: Recruit your team

Your team will have 12 participants, including you. 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 \$375 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.
- You know through various circles, such as work, family, friends, school, church, the gym, etc.

Within chicagowomenbuild.org, there is an "Invite friends to join your team" template under the "Email" tab in your dashboard that you can customize. The highlighted sections are areas you will need to customize.

DASHBOARD	MY PAGE	EMAIL	CONTACT BOOK	SHARE	REPORTS	MY TEAM		
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know you wou	Ild be a wonderfu	I addition to t		labitat Chicag			ownership. As an important we red-barriers in achieving the st	
Here's a bit of	how Women Bui	ld works:						-
								4

Save Template	Review Email

Private sign-ups (through July 14th)

Before public signups open on July 15th, your team spots are yours to fill. **Habitat Chicago will be** creating your team URL and sharing it with you after the June 13th kickoff. You will automatically be made the team captain when you are the first person to join and you will have the option to add a co-team leader after you've registered yourself.

Now through July 14th is when your team spots are guaranteed to be yours- once the sign-ups go public on July 15th we will begin placing individuals on teams, so recruit early and get those spots filled to ensure there is space for all of your interested recruits.

Here is how to have women register before July 15th:

- Share your team URL with any interested women.
- On your team page, there will be a "Join Our Team button."
- Women can then create an account, or login to an existing account, and they will be automatically made part of your team. Again, women can only register for Women Build by clicking "Join our Team" on a team page.
- Once you have 12 registered builders, no additional women will be able to join your team.

Public sign-ups (beginning July 15th)

Beginning July 15th, the general public will be able to sign up for your team. Habitat Chicago will be working with individuals to get them placed on teams. If, at this time, you do not feel you will be able to fill your twelve spots, let us know and we will give your team priority! If we place an individual on your team, you will be notified via email so that you can welcome them, and let them know about any group events or campaigns you have planned!

If at any point, you need to switch out builders, contact us at <u>events@habitatchicago.org</u>. The final date to make changes to your roster is September 27th.

Set a team stretch goal

Each team is required to set a minimum \$6,000 goal, but to hit our \$275,000 target we need teams to go above and beyond! Don't sell yourself short with your goal; once you get started you'll see how easy it can be to fundraise as a team!

Encourage your team members to set their own personal stretch goals, as well!

Welcome new team members

When a woman joins your team, you will be notified via email and provided with your new team member's e-mail address. Please do your best to reach out and welcome her to the team within 1-2 weeks. (You guessed it, we have an email template for that!)

Once public registration opens on July 15th, you might have women join your team whom you don't know. Please do your best to make our individual builders feel a part of your crew. If you try reaching out and she isn't responsive, let <u>events@habitatchicago.org</u> know and we can hop in to help.

Have the answers (or ask Habitat for them!)

There is a wealth of information available to you on chicagowomenbuild.org. Some items we'd like to call out:

- Why Women Build Matters: <u>https://my.habitatchicago.org/WomenBuild2019/Static/why-women-build-matters</u>
- Meet our Homebuyers: <u>https://my.habitatchicago.org/WomenBuild2019/Static/meet-our-homebuyers</u>
- Fundraising Resources (social media kit found here!): <u>https://my.habitatchicago.org/WomenBuild2019/Static/fundraising-resources</u>
- Team Leader Resources: <u>https://my.habitatchicago.org/WomenBuild2019/Static/team-leader-resources</u>
- Donor Resources: <u>https://my.habitatchicago.org/WomenBuild2019/Static/donor-resources</u>
- Prizes: https://my.habitatchicago.org/WomenBuild2019/Static/fundraising-prizes
- FAQs: <u>https://my.habitatchicago.org/WomenBuild2019/Static/faq</u>

Keep in touch with your team; monitor progress; celebrate victories; encourage those who are struggling

Get your team started fundraising by helping them develop an outreach list.

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 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

Draft messaging that speaks to each group. Encourage your team members to do the same!

Track Progress

One of the most common questions we get is "How is our team doing? Are we in good shape?" Every team is different and we've seen some surpass their goals months in advance of their build, while still others hit their goals the day-of. To give you some benchmarks, though, here's a breakdown of the **average** progress your team should strive for:

60 days before build = 30% or more of goal 30 days before build = 50% or more of goal 10 days before build = 70% or more of goal 3 days before build = 95% or more of goal

Keep your Team Up-to-Date

Keep your personal and team fundraiser feeds up-to-date with your progress! Here are some ideas of when to update:

• Countdowns (for both team and personal pages)

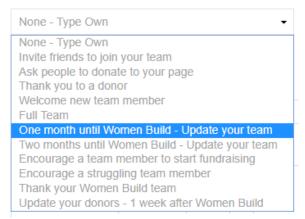
- $\circ~$ "We are 60 days away and have raised \$"
- $\circ~$ "We are 30 days away and have raised \$"
- o "We are 10 days away and have raised \$"
- o "Women Build starts TOMORROW, and we've reached \$"
- o "This is the last day of WB, and we've reached \$"

• Milestones (for team and personal)

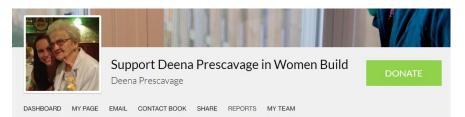
- We've reached (1/4) of our fundraising goal
- We've reached (1/2) of our fundraising goal
- We've reached (3/4) of our fundraising goal
- We've reached our fundraising goal! But we can keep going, (set new goal)

We've developed email templates for checking in with your team two months and one month before Women Build. Use and customize as you see fit!

Template:



There also are reports available to you in your dashboard to track your team's progress



- Your dashboard reports will allow you to track donations and donor info made to your:
 - Personal page
 - Team page
 - Any previous Habitat Chicago fundraising campaigns you've done with this current account, including previous Women Builds

Celebrate progress, for both your team and individual members

- There are so many ways you can recognize and celebrate your team's progress! Here are just a handful of ideas:
 - Post group and/or individual pictures when donations are received to your team fundraising page or on social media.
 - Celebrating the group as well as highlighting successful individuals.
 - Organize team happy hours when you hit fundraising milestones to celebrate successes, or when you've hit a plateau to motivate new progress.
 - Gift small prizes to your team members as they hit or exceed their fundraising goals (a hand-written card, coffee, lunch, balloons, etc.).

Encourage inactive or struggling team members

- You guessed it we have email templates for you to send to members who haven't started fundraising or are a bit away from reaching their \$375 minimum!
- Share some tactics that have been working for you!
- Link struggling members to the fundraising resources page on chicagowomenbuild.org.
- Connect with Habitat at events@habitatchicago.org whenever you need some guidance!
- Remind your team members about the prizes they can earn and encourage the friendly competition of Women Build!

Amount Raised Prize

- **\$375** Your Women Build t-shirt and the ability to participate in future Women Builds
- **\$750+** A unique Chicago experience for two!
- **Top Five Individuals** A special day to treat yourself, including a spa experience and restaurant gift certificate
 - **Top Team!** We're working on securing a special, shared experience for the top team of 12! More info to come.

Ready your team to build

- An email will be sent to all registered Women Builders 7 days and 1 day before your build with all important build day information. Make sure your teammates have <u>events@habitatchicago.org</u> marked as a known sender.
- Go above and beyond:
 - Organize a carpool to the site.
 - Set up a post-build day Happy Hour.
 - Get matching swag you'll be provided t-shirts but teams in the past have gotten matching nail aprons, tool belts, water bottles and hard hats!

On your build day

- Come with a positive attitude and ready to build! Build days can be long and might have your team out of their comfort zone - as a team leader we ask that you help to rally your team and keep them encouraged throughout the day.
- You can keep fundraising until the end of Women Build week! We've seen previous teams raise thousands of dollars from sharing photos and videos on social media that they've taken on-site.
- Use your build day to both fundraise and thank your donors. Here are just a handful of ideas:
 - Create a Facebook or Instagram Live video to introduce your team, show off the construction site and your projects, and capture the excitement of the build day.
 - Capture and post photos with the families of the homes you are working on (with their permission, of course).
 - Thank your donors! Find a personalized way to give a shout out to your donors on-site. For example, make a sign that says "Thanks" with the names of all of your donors and share it with them via email or social media.

Frequently asked questions

What if I have more than 12 team members?

What a great problem to have! Let us know about it and we'll work to get your women placed on another team. 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. As soon as you know you won't be able to fill your team, let us know. We will work with you to make sure you have a full team by the time your build day rolls around.

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, 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. It's critical we have a full roster to hit our \$275,000 goal.

What if there's bad weather?

We will build, rain or shine, as long as we can keep all volunteers safe! However, if the weather is bad enough that we are not able to keep all volunteers safe and need to cancel the day, we will alert all team leaders via phone and send an email to all builders by 7am. We will also update the voicemail on our build site phone as soon as we make the call. You can call 773.466.4315 and listen to the recorded message to learn if we have cancelled the day or not.

If my team has a group fundraiser, how do we get the money we raised added to our page?

Please mail funds collected from fundraising events to Habitat for Humanity Chicago. Do not mail cash. Send an email to <u>events@habitatchicago.org</u>, letting the Habitat team know to expect the check and to credit your fundraising team accordingly.

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 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 the \$375 requirement. Team members who do not come close to meeting their fundraising goals by the end of the week of Women Build will not be able to participate the following year.



Women Build Facebook group

The Women Build volunteer planning committee has created a private Facebook group for Women Builders, in which the committee will post family updates, fundraising ideas, and more. We encourage everyone 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 the direct URL: https://www.facebook.com/groups/ChicagoWomenBuild
- By searching "Habitat for Humanity Chicago's Women Build" on Facebook

Email updates

Emails will be sent directly to participants from Team Women Build (<u>events@habitatchicago.org</u>) 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@habitatchicago.org

Phone: 312-563-0296

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.

Habitat for Humanity Chicago ATTN: Women Build 1100 W Cermak Rd. Ste. 404 Chicago, IL 60608 312-563-0296 events@habitatchicago.org www.habitatchicago.org www.chicagowomenbuild.org