



Team Build Communications Kit



For Fundraising Groups

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Creating a team and fundraising doesn't have to be another difficult task to add onto your busy workload. We've created this go-to guide to make it easier for you to reach out to your coworkers or friends with pre-made email templates. All you need to do is copy and paste the templates in blue, edit the content in square brackets with **your team's** correct information, and you're good to go.

Soon after, you will have a solid team out on the build site to work hard with our dedicated construction crew leaders and further our mission of providing more Chicagoans with the life-changing benefits of a decent place to live.

Best of luck!

Recruitment Email Template

Step one of a successful team build: getting people excited to come out! Here's some sample language to rally your team in an initial email — customize as you see fit:

Hi [Coworkers],

What are you up to on [e.g. November 17th]? I have an idea — join me for a Team Build day with [Habitat for Humanity Chicago](#)!

I'm spending a whole day on a construction site. Why? To support Habitat Chicago homebuyers in building strong, stable futures for their households through affordable homeownership — you should too.

We'll be working on a Habitat home in [West Pullman or Great Grand Crossing]. No construction experience? Have no fear! The Habitat construction crew leaders are experts at working with volunteers of all skill levels — absolutely no experience is necessary!

Sign up for the [e.g. November 17th] build day at this link, [insert link to your group's registration form], no later than [e.g. November 10th (always one week prior to your build day)]. Spots are limited and will fill quickly — so don't wait too long!

As a part of Team Build, we have committed to a team fundraising goal of [\$5,000] to help cover the costs of materials that go into building the homes. We are proud to contribute to the Habitat mission in this way. Every volunteer on our team will aim to raise [\$500]! Don't worry — it's not as scary as it sounds: Habitat Chicago has an easy-to-use online fundraising site and support materials that make hitting this goal totally doable. Once you register to volunteer at the link above, let me know, and I'll get you started with your fundraising page.

Already excited? Learn more about Habitat Chicago and see what they've been up to on [Facebook](#), [Instagram](#), [Twitter](#), or [LinkedIn](#).

I'm looking forward to building a stronger Chicago alongside you,
[Your Name]

Registration Reminder Email Template

Okay, we're all busy people, and your future teammates may need a little nudge. Send them this email template with your necessary info:

Hi [Coworkers],

Our Team Build with [Habitat for Humanity Chicago](#) is drawing closer, and we are still recruiting volunteers. This is your reminder to sign up soon!

Here are the details:

Date: [e.g. November 17]

Time: 8:00am - 3:00pm

Location: [Insert build address with zip code]

Transportation: [Enter relevant info here]

Lunch: [Bring your own OR other lunch option (catering, etc.) you have decided on]

Construction Experience: None required

Guarantees: Comradery, fun, sweat, and no office work

Remember: We are also fundraising for our Team Build to support the healthy, stable futures of Chicago residents. We'll each try to hit [\$500] each as a part of our team goal. Let me know when you've signed up, and I'll send you a link to our fundraising page.

Sign up for the [e.g. November 17th] build day at this link, [insert link to your group's registration form], no later than [e.g. November 10 (one week prior to your build day)].

Thanks,
[Your Name]

Fundraising Sign-Up Template

Once people register to volunteer, you can get them started with your fundraising efforts with this email.

Hi [Coworkers],

Thanks for signing up to volunteer with [Habitat for Humanity Chicago](#). We are all excited to get out there and learn a few new things!

Before we do, though, it's up to us to raise [\$5,000] in support of the homes under construction. The dollars we raise make a huge difference in being able to ensure affordability for Habitat Chicago's homebuyers. For many of these households, this type of affordability guarantee is the difference between being able to provide food, health care, and school supplies for their kids versus having to forgo those provisions because of their housing cost burdens.

I'm very excited to see what we are able to accomplish. There have been teams just like ours who have more than doubled their initial goals, and I'm sure that can be us, too!

We have [four] weeks until our build day. That means we have [four] weeks to each reach our personal goal of at least [\$500] and our total goal of [\$5,000]. Time to get started! Here are the details for signing up:

1. Read this [resource guide](#) for getting started
2. Sign up to fundraise by clicking "Join Our Team" on our [team page]

That's it! Please let me know if you have any questions, otherwise I'll be in touch soon.

Thanks,
[Your Name]

Fundraising Encouragement Template

The best thing you can do as team coordinator to help your team reach its fundraising goal is to be a frequent encourager. Please feel free to use versions of this email template as often as you need to keep the momentum going.

Hi [Coworkers],

Our Team Build with [Habitat for Humanity Chicago](#) is [X weeks/days] away!

So far, we've raised [\$2,521 of our \$5,000] team fundraising goal. This is excellent progress.

[Kudos to Julia for leading the pack with a brilliant \$675 raised to date! Her success tip: she says it's so easy to put off, but once she started sending out the emails asking for support, the response was great... so just ask!]

Let's keep up the momentum. After all, one in five Chicagoans spend more than 50% of their income just on housing – and we can be a part of changing that.

Thanks,
[Your Name]

Annnnd for those of you who still need to begin your fundraising efforts [(ahem, John, Sue, Bob!)], here's what you need to join in:

1. Read this [resource guide](#) for getting started
2. Sign up to fundraise by clicking "Join Our Team" on our [team page]

Fundraising at Risk Template

Despite best efforts and intentions, sometimes a team falls a little too far behind in reaching its fundraising goal for comfort. Use this template if you've not reached one or more of these milestones:

- 30 days before build = less than 30% of goal
- 20 days before build = less than 50% of goal
- 10 days before build = less than 70% of goal
- 3 days before build = less than 95% of goal

Hi [Coworkers],

Currently, we have raised [\$1,030 out of our targeted \$5,000] thus far. This is a [little/quite] behind where we should be at this point.

The good news is that with a little rallying here, we can still absolutely make our goal. The Habitat Chicago team tells me they almost always see the most fundraising come in near the end.

But that still means we need to take some serious steps to ramp up our efforts. As a reminder, there are email and social media templates under your HQ once you log in on the website that you can use to easily get the word out. If you are having trouble accessing your page, please let me know and we'll get it sorted out right away.

So how are we going to do this!? I propose we each take 30 minutes today to really get the momentum going. **Can we all agree to reach out to and ask at least 10 people by the end of today?** Email, text, post to social media, call – whatever your fancy, just get your request out there.

I know you are all committed to helping Chicago residents realize greater stability and health – let's dig in and get this done!

Thanks,
[Your Name]

P.S. For your reference: [our team page] and the [resource guide](#)

Team Logistics Email Template

Habitat Chicago sends an automatic reminder to all registered volunteers **seven days and one day** before your Team Build. If you feel you need to communicate additional specifics to your team, here's our shot at helping you do so!

Hi [Coworkers],

Our Team Build with [Habitat for Humanity Chicago](#) is [insert #] days away!

As a reminder, here are the basics:

[Hint: save some time by copying the date, times, and location directly from your team registration page]

What else should you know?

Communication:

Should you need to reach me day of, my cell is [insert your cell #]. [Add any other instructions]

Transportation:

[Enter relevant info here – if your team is driving independently, be sure to encourage everyone to include the full address (especially zip code) in their GPS when navigating]

Lunch:

[Bring your own OR other lunch option (catering, etc.) you have decided on]

Attire:

Proper build site attire is required and includes hard-soled shoes (boots preferred; robust sneakers acceptable), long pants, appropriate layers for the weather, and clothes you don't mind getting dirty; avoid loose-fitting clothing and jewelry.

Bring:

A reusable water bottle, work gloves if you have them (Habitat Chicago will provide otherwise), and plenty of energy.

I can't wait to see all of you out on the build site! As always, I am here for any questions.

Thanks, and see you on [insert build day]!
[Your Name]

Flyer Templates

Want some extra visual help to recruit your future teammates? We have a template for a flyer that can help you out!

How to use it:

1. Navigate to the Flyer Templates folder included in the Communication Kit file you downloaded and open the Word document file.
2. Change the information highlighted in yellow (and anything else you want)
3. Save each separately as PDFs:
 - a. Go to “Save As”
 - b. Change “Save As Type” to PDF
4. Use as you wish: post to your website, send as attachments, print out, etc.

Social Media Templates

Reach many of your peers at once with effective language and visuals on social media. Not only will it help your fundraising efforts, but it will help us build awareness so more people can be informed and take action against substandard living conditions in Chicago.

Feel free to use or build off of the templates on the following pages to make the content relevant to you. Templates are categorized by recommended platforms, but use as you see fit.

Looking for Pictures?

There is a folder included in the Communications Kit file called “Habitat Chicago Social Media Images”. Feel free to use any of these or your own photos with the posts below!

Before Your Build

These are best used with rotating “Did You Know” or other images from the images folder.

Facebook

This is why [20 of our employees] are ditching our desks to hit the build site with [@Habitat for Humanity Chicago](#) on [build date]. We're helping local Chicago residents become homeowners and you can too: [insert link to fundraising page]

Decent, affordable housing opportunities matter for our #Chicago residents and communities. That's why I'm fundraising [\$500] for [@Habitat for Humanity Chicago](#). Help me reach my goal and help build a city where everyone has a decent place to live: [insert link to fundraising page]

Instagram

[Tomorrow], [20 of us at (insert organization name)] are heading to [#WestPullman or #GreaterGrandCrossing] to help more Chicagoans reap these benefits. We'll be building affordable housing with [@HabitatChicago](#) to provide a decent home for a local Chicago household. Click the link in my bio to help out too. #HabitatChicago

Chicagoans are passionate, hardworking go-getters, but some have been dealt better cards than others. We're building affordable homes in [#WestPullman or #GreaterGrandCrossing] on [insert date] with [@HabitatChicago](#) to even out the playing field and help local residents become homeowners. Click the link in my bio to donate. #HabitatChicago

Twitter

We're headed to [#WestPullman or #GreaterGrandCrossing] to volunteer with [@HabitatChicago](#) because every Chicagoan deserves a decent place to live. Show your support: [insert link to fundraising page]

#DidYouKnow One in five Chicagoans are spending more than 50% of their income on housing? It's unacceptable, and that's why we're partnering with [@HabitatChicago](#) in [#WestPullman or #GreaterGrandCrossing]. Help us make that statistic history: [insert link to fundraising page]

Goodbye desks, hello build site. We're on our way to volunteer with [@HabitatChicago](#) to build a city where everyone has a safe, stable home. Show your support: [insert link to fundraising page]

During Your Build

Don't forget to take and post pictures while you're out! Please make sure you do it responsibly — it is a construction site after all.

Facebook

We've been hammering away out here in [#WestPullman or #GreaterGrandCrossing] building affordable homes. Everyone deserves to have a decent place to live, and we're making that happen with [@Habitat for Humanity Chicago](#). [insert link to fundraising page]

No matter who we are or where we come from, we all deserve to have a decent life. This is what [@Habitat for Humanity Chicago](#) stands for, and we couldn't agree more. That's why we're spending our day helping #HabitatChicago build homes in [#WestPullman or #GreaterGrandCrossing]. Show your support today: [insert link to fundraising page]

Instagram

[It's cold], but that's not stopping us! We're building affordable homes in [#WestPullman or #GreaterGrandCrossing] with [@HabitatChicago](#) to build a stronger Chicago. If you'd like to help too, click the link in my bio to donate. #HabitatChicago

It's hammer time! [insert organization name] is helping [@HabitatChicago](#) support local Chicago residents with affordable housing here in [#WestPullman or #GreaterGrandCrossing]. Click the link in my bio to show your support. #HabitatChicago

Twitter

Working hard or hardly working? Working hard, we swear! It's just this fun helping [@HabitatChicago](#) and [#WestPullman or #GreaterGrandCrossing] build a stronger Chicago. Learn how to help today: [insert link to fundraising page]

Safe, stable homes, and a more unified #Chicago. That's what we're building with [@HabitatChicago](#) in [#WestPullman or #GreaterGrandCrossing] today. Show your support today: [insert link to fundraising page]

After Your Build

Post with your own images or any from the picture files.

Facebook

There's a whole lot of good happening in the [#WestPullman or #GreaterGrandCrossing] community. Yesterday, our team got to see this firsthand while volunteering with [@Habitat for Humanity Chicago](#), all the while fundraising [\$4,820 of our \$5,000] goal. We're so close – help us cross the finish line: [insert link to fundraising page]

Sure, we may look like your everyday team of [realtors], but yesterday we suited up with hard hats and work gloves and took on the role of home builders, volunteering with [@Habitat for Humanity Chicago](#) to support Chicago residents on the road to homeownership. Wanting to build homes from afar? Donate today: [insert link to fundraising page]

Instagram

Worked with a bunch of “studs” yesterday at [@HabitatChicago](#) building affordable houses. Proud to represent [insert organization name] in supporting local residents and strengthening the [#WestPullman or #GreaterGrandCrossing] community. Click the link in my bio to show your support too! #HabitatChicago

We had an amazing time working with [@HabitatChicago](#) in [#WestPullman or #GreaterGrandCrossing] yesterday. Not only did we learn how to [insert construction activities], but our work will help provide Chicago residents a decent place to live. Click the link in my bio to donate. #HabitatChicago

Twitter

We're sore today, but that's okay! Because yesterday we made #Chicago stronger by building affordable homes with [@HabitatChicago](#). Show your support here: [insert link to fundraising page]

Everyone can be a catalyst for change – this we know from our volunteer day with [@HabitatChicago](#) yesterday. And you can too: [insert link to fundraising page]

Helpful Links

We've done our best to include a variety of what you may need to effectively communicate with your team members in the content above, but you know it's hard to predict everything that may come up! In case you need some additional resources, here's a list of links that may be helpful to you. And if these don't cut it, you guessed it: Give us a call!

- **Meet our Homebuyers:** We keep the most recent household stories in this collection. There's a good chance your team will be working on a home of one of these households.
- **News:** Stay updated with what Habitat Chicago is working on.
- **General FAQs:** High level questions and answers about Habitat Chicago.
- **Volunteering FAQs and Policies:** Volunteer-specific questions and answers. Site policies at the bottom of the page are particularly relevant to our Team Build groups.
- **Habitat Chicago Peer Fundraising Site:** A hub for your team fundraising page, basic information about Habitat Chicago, and resources to reach your goal.

Contact Us



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Connect With Us



Habitat For Humanity Chicago



@habitatchicago