

FUNDRAISING GUIDE



Women Build

Getting started & being wildly successful on
chicagowomenbuild.org.



WELCOME TO WOMEN BUILD!

We're thrilled to have you join a community of 450+ women committed to helping more women in Chicago become homeowners. Together, we will raise \$300,000 to completely fund the affordable Habitat homes of woman-led households and hit the build site every Thursday, Friday, and Saturday from Oct. 3rd to Oct. 24th, 2020 to advance construction of multiple homes that will be women-owned.

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 do not hesitate to contact us at events@habitchicago.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@habitchicago.org to get started.

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GETTING STARTED

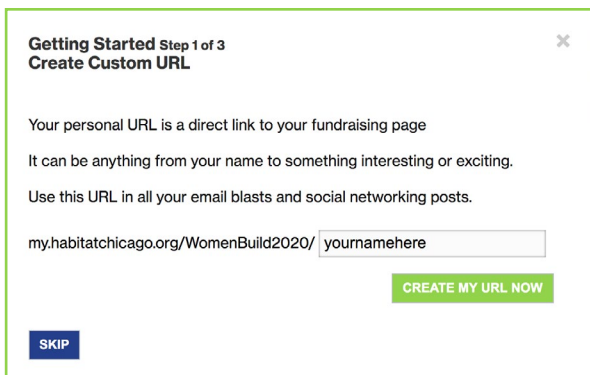
The First Three Things You Should Do!

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 donating 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. (PS: it says donate to your team, but really it goes to your personal page, which will then feed into your team goal).

Step 1: Create a Custom URL for Your Individual Page

A screenshot of a web form titled "Getting Started Step 1 of 3 Create Custom URL". It explains that a personal URL is a direct link to the fundraising page and can be anything from a name to something interesting. It shows a text input field with the example "my.habitatchicago.org/WomenBuild2020/" followed by "yournamehere". There are two buttons: "CREATE MY URL NOW" in green and "SKIP" in blue.

Getting Started Step 1 of 3
Create Custom URL

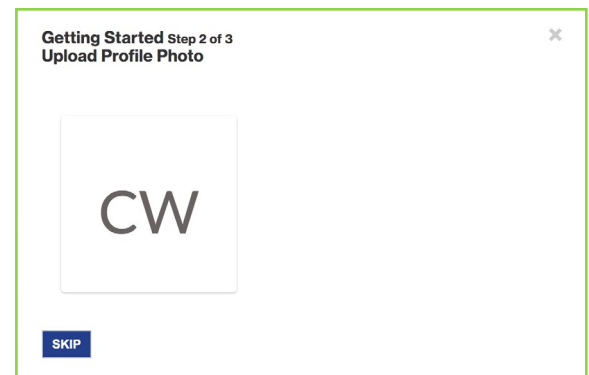
Your personal URL is a direct link to your fundraising page
It can be anything from your name to something interesting or exciting.
Use this URL in all your email blasts and social networking posts.

my.habitatchicago.org/WomenBuild2020/

[CREATE MY URL NOW](#)

[SKIP](#)

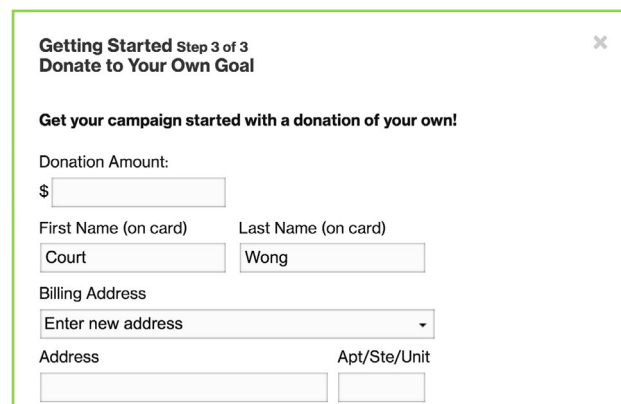
Step 2: Upload a Photo for Your Individual Page

A screenshot of a web form titled "Getting Started Step 2 of 3 Upload Profile Photo". It shows a large square placeholder for a profile photo with the letters "CW" in the center. There is a "SKIP" button in blue at the bottom left.

Getting Started Step 2 of 3
Upload Profile Photo

[SKIP](#)

Step 3: Donate to Your Personal Goal

A screenshot of a web form titled "Getting Started Step 3 of 3 Donate to Your Own Goal". It prompts the user to start their campaign with a donation. It includes fields for "Donation Amount" (with a dollar sign), "First Name (on card)" (with "Court" as an example), "Last Name (on card)" (with "Wong" as an example), "Billing Address" (with a dropdown menu showing "Enter new address"), and "Address" (with "Apt/Ste/Unit" as a label for a separate field).

Getting Started Step 3 of 3
Donate to Your Own Goal

Get your campaign started with a donation of your own!

Donation Amount:
\$

First Name (on card) Last Name (on card)

Billing Address

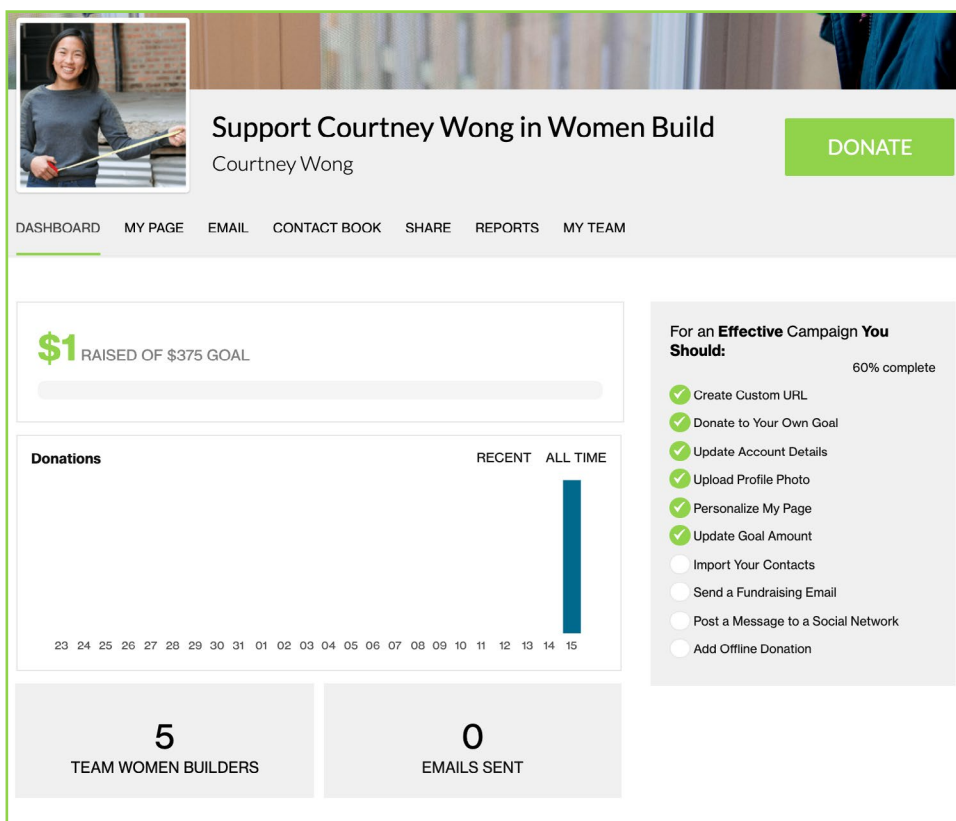
Address Apt/Ste/Unit

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.

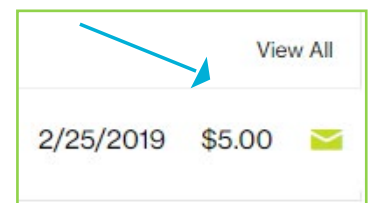
Underneath the graph is the Team Builder function. **Please do not create a new team or switch teams without first contacting events@habitchicago.org.**

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 existing donors). 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 all 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 they 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:

For an **Effective** Campaign You Should:

50% complete

- ☒ Create Custom URL
- ☐ Donate to Your Own Goal
- ☒ Update Account Details
- ☒ Upload Profile Photo
- ☒ Personalize My Page
- ☒ Update Goal Amount
- ☐ Import Your Contacts
- ☐ Send a Fundraising Email
- ☐ Post a Message to a Social Network
- ☐ Add Offline Donation

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

Donate to Your Team – 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 the description of your page and what your visitors will see. There will be a default description, however, 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.

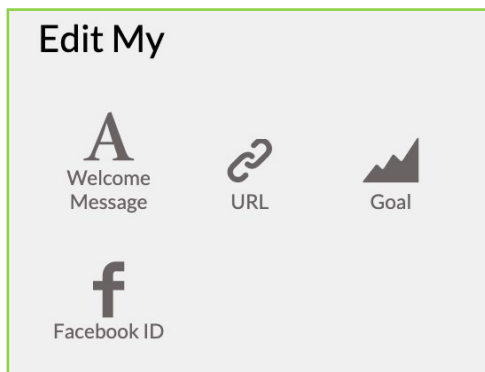
Send a Fundraising Email – Send and track emails to potential supporters and existing donors through chicagowomenbuild.org.

Post a Message to a Social Network – This will take you to the “Promote Via Social Media” section, where you can post individual updates to your Facebook, Twitter, or LinkedIn.

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 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 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!

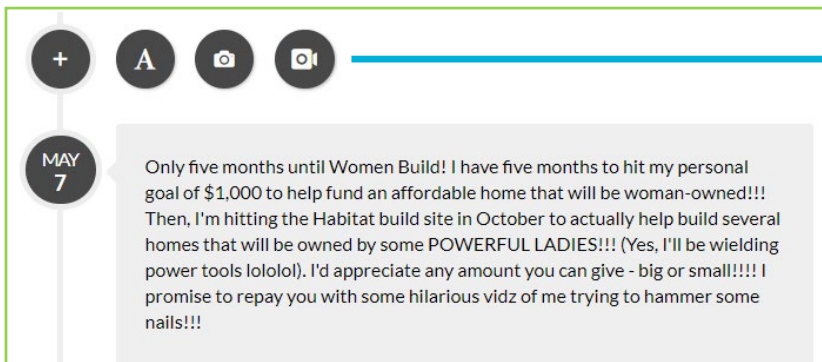
URL. Here you can update the URL that will be shared with your network. Create your own personal URL so it is easy for you to remember and for folks to find you.

Goal. Click the goal icon to update your fundraising goal. There is no limit on how many times you can update your goal.

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.”

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 the start-up task or by clicking the appropriate task in your campaign progress list.



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.

For an **Effective** Campaign You Should:

50% complete

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PROMOTE UPDATE MY DONORS

ADD FROM CONTACT BOOK

Add Friends Manually:

Email Greeting

ADD EMAIL

Template:

Ask people to donate to your page

Note: please review and edit the email before sending.

Subject:

Support me during Habitat Chicago's Women Build!

Message:

Hi Friend,

This October, I'm volunteering at Habitat for Humanity Chicago's annual Women Build. I will be working alongside 600 strong and inspiring women to help lower-income women in our community achieve the strength and stability of homeownership by funding and building new, affordable homes. We're also seeking to raise

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.

Save Template

Review Email

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.

Select Contacts

☐

First Name

Last Name

Email

Last Emailed


Greeting

No contacts yet. [Click here](#) to add one manually, or [click here](#) to import them from your email client.


You are not sending the emails now, you will be able to edit and review your changes before sending.


CONTINUE


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.


 Import Contacts


Import your contacts from the email providers below. Simply click a provider to start. For a CSV Template, [click here](#).


 Gmail


 Outlook.com


 Microsoft Outlook


 Aol.

 LinkedIn

 YAHOO! Mail

 iCloud

 Apple Contacts

 Upload CSV

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:


For an **Effective** Campaign You **Should:**


50% complete


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- ☒ Personalize My Page
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- ☐ Import Your Contacts
- ☐ Send a Fundraising Email
- ☐ Post a Message to a Social Network
- ☐ Add Offline Donation

Promote via Social Media

Let your network know you're involved. Share, tweet or post an update any time you want.


Share on Facebook


Share on Twitter


Share on LinkedIn

If you are already logged into Facebook, Twitter, or LinkedIn, clicking on the specific icon will trigger a pop-up 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/WomenBuild2020/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/WomenBuild2020/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 donates 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

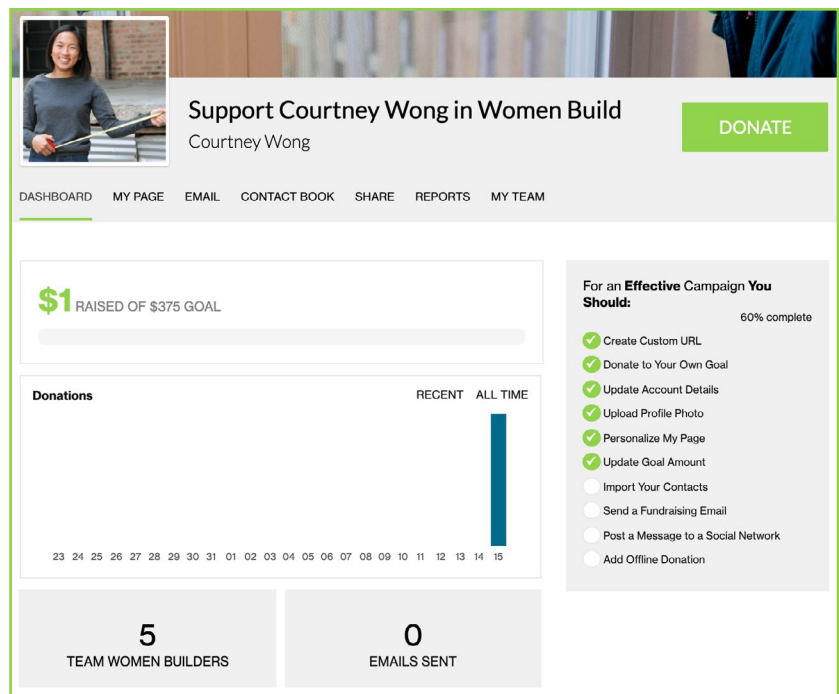
People are giving! What happens?

Each time you receive a donation, you will 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 their 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, if you can, the donation date, amount, donor first name, donor last name, and that the gift should be credited to you!

Additional Information for Donors

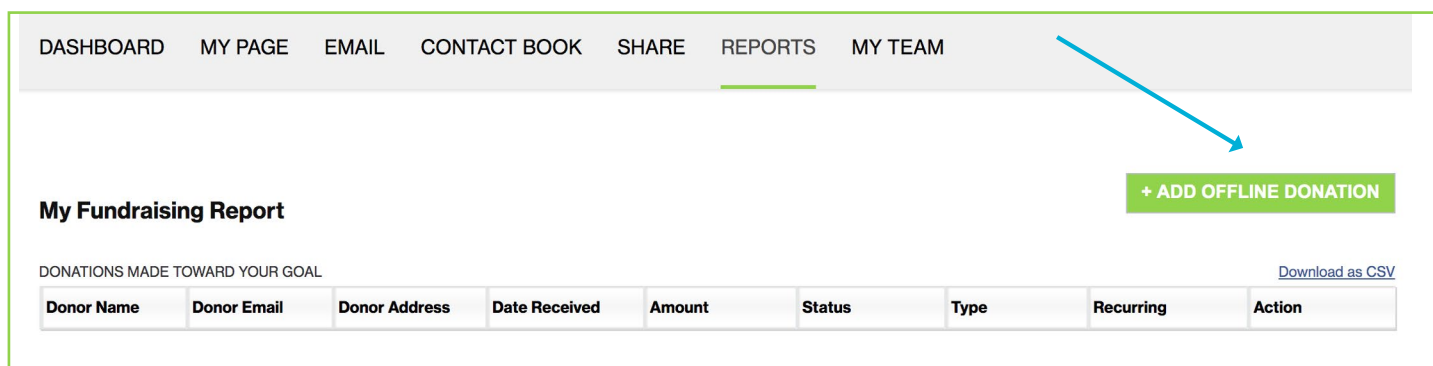
Commonly asked questions: <https://my.habitatchicago.org/WomenBuild2020/Static/faq>
Tax information: <https://my.habitatchicago.org/WomenBuild2020/Static/donor-resources>
Submitting cash or check donations: On the next page

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 them:

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 the check 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/WomenBuild2020/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/WomenBuild2020/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/WomenBuild2020/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](https://facebook.com/HabitatforHumanityChicago)

Twitter: [@HabitatChicago](https://twitter.com/HabitatChicago)

Instagram: [@HabitatChicago](https://instagram.com/HabitatChicago)

LinkedIn: [@Habitat for Humanity Chicago](https://linkedin.com/company/HabitatforHumanityChicago)

#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.