



Women Build

Facebook 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.



Longer posts: For platforms like Facebook or LinkedIn, you can include one of these longer, more detailed posts to go along with a photo to discuss more of why Women Build matters. Customize as applicable.

- a. Homeownership is not only a powerful wealth-generating tool, but it also improves health, educational, and social outcomes for homeowners and their families. But women face a disproportionate inequity of access to homeownership due to lower income, uneven care responsibilities, and mortgage denials and rates. Join me in breaking down the gendered barriers to homeownership by [\(joining my team/donating to my team\)](#) in support of Habitat for Humanity Chicago's Women Build.
- b. Did you know: despite numerous gendered roadblocks to women becoming homeowners, single women are outpacing single men on average 22% to 13% in terms of homeownership nation-wide? I'm participating in Habitat Chicago's Women Build to support female homeownership in our community- will you join me?
- c. **400+** strong and dedicated women from across Chicago are rolling up their sleeves to fund and build quality, affordable homes at Habitat Chicago's Women Build. Join me in ensuring the life-changing benefits of homeownership for these female homebuyers by [\(joining my team; donating to my page\)](#)

- d. Help provide the security, stability, and equality that comes from safe and affordable homeownership for female homebuyers. Join me and 400+ other inspiring women from across the city (on my team; donating) for Habitat Chicago's annual Women Build to break down gendered barriers to female homeownership.



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!