

WOMEN BUILD 2021: FUNDRAISING TIPS AND TRICKS

Fundraising is a journey, and it looks different for everyone! Whether you're a seasoned fundraiser or starting out your fundraising journey, here are some steps to help you get started to make the experience easy, breezy, and fun.

Step 1: Donate to your own page.

We haven't done the exact calculation, but we're about 3000% sure that if a potential donor sees that you donated to your own page, they'll be more inclined to donate to you as well. Show them Women Build is a cause you really believe in!

Step 2: Set your personal fundraising goal.

Each Women Builder is required to raise a minimum of \$400, but to get to our shared \$375,000 goal, we need Women Builders like you to go above and beyond by setting a stretch goal. What's the right number to aim for? Well, that's up to you – but if every Women Builder raises an average of \$800, the opportunities to provide more women-led households becomes even more attainable.

Step 2: Break it down.

Once you set your personal goal, break it down into manageable bits that make sense for you and your network. If your goal is \$1,000, consider making 15 targeted asks for \$100 to get you there. Make a handful of more asks than you think you need, because not everyone will be able to say yes and that's okay!

Step 3: Develop your outreach list.

Think about the network of supporters you have in your life—it's probably bigger than you think! Make an outline of your social circles. Ask yourself who:

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| ...is on my holiday card list? | ... do I work or volunteer with? | ...did I support with a donation to their charity or fundraiser? |
| ...do I write checks to? | ... do my family members work with? | ...was in my fraternity/sorority? |
| ...is/was on my latest wedding or birthday party invitation list? | ...have I done business with? | ...did I play sports in High School? |
| ...owes me a favor? | ...attends my place of worship or health club? | ...would like to do business with me? |

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Step 4: Craft your message.

Women Build and its mission are important for SO many reasons, but think about why it is important to *you*! The more authentic you are in your communications, the more passion you will deliver and the more success you will see. Find YOUR why and share it with others...

- Is it the emotional connection of knowing you are helping women and their families live in happy and healthy homes?
- Do you love being a part of a community of women coming together to help fellow women?
- Is it the statistics on why it is so much harder for women to become homeowners that fuel you?
- Are you building to help close the racial inequities in housing and neighborhood conditions in Chicago?

Step 5: Make your ask.

Our daily interactions have changed quite a bit this past year, but don't let that change your approach when making your ask! Video calls have become more popular than ever, so if your supporters are up for them, reach out through video calls. If you know others prefer phone calls or texts, reach out that way. Whatever you choose, remember it's helping you get that much closer to your fundraising goal!

Step 6: Create an accountability calendar.

When you hold yourself accountable, you're more likely to follow through with your tasks and goals. Block off time on your calendar for Women Build fundraising each week or add it to your weekly planner. Checking off tasks and goals as "done" each week will feel quite lovely!

Step 7: Get started!

The sooner you start, the sooner you'll see your fundraising goal! Starting is always the hardest part, but once you do, it becomes smooth sailing. Remember to encourage your donors to see if their company offers matching gifts – and easy way to double your impact! Matching gifts typically take 6-8 weeks to be processed, so the sooner you start, the better!

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Remember, there's no ONE right way to fundraise. Here are some additional pointers to keep in mind as you go.

- Utilizing social media, a more “passive” fundraising tactic, is also a great idea. You'll be surprised who from your friends list will show up and donate (you might receive donations from people you haven't talked to in years, and this will be a great opportunity to re-connect!).

Consider:

- a. Checking out our Women Build [social media kit](#) with pre-made content for you to use.
 - b. Using direct messages. If you get “left on read”, don't be afraid to follow up!
 - c. Utilizing your birthday or another special day to request donations instead of gifts.
 - d. Adding your personal fundraising link to your bios on Twitter, Instagram, Facebook, and LinkedIn.
 - e. Posting early and posting often. Not every post you put out there will be seen by all your followers.
 - f. Making sure all your posts include a photo or video (posts with videos are far more likely to show up in your friends' feeds than any other posts).
 - g. Women Build is a team event, so work with your team! When someone posts on social media, be sure to like and comment. Tag each other to help boost awareness.
 - i. We also have a [group fundraising playbook](#) filled with ideas for you and your team to fundraise together.
 - h. As long as they're cool with it, thank your donors on social media! Their generosity might spark generosity in others.
- Let it be known far and wide that you're fundraising for Women Build.
 - a. Make an “Ask me about Women Build” button (or mask) to wear.
 - b. Add the link of your fundraising page to your email signature.
 - c. When someone asks, “How are you?” use it as an opportunity to talk about Women Build.
 - Think about a special skill you have. Are you a baker? Are you a painter? Are you an interior design consultant? Whatever it may be, consider using your skills to sell your stuff and donate the profits to your Women Build page.
 - Get your workplace involved and ask your donors to do the same with theirs. Don't overlook corporate matching-gift programs, including your own employer.
 - Thank every single person who donates to your page. Whether it's through social media, a text, or a phone call – make sure your donors feel appreciated! (They'll also receive a thank you directly from Habitat).