



## Women Build 2021

### Copy for Social Media and Tips:

**Instructions:** Social Media is an effective tool to recruit and inspire team members and donors to support your Women Build team and goal. It allows you to interact with more of your friends, family, colleagues, and others than if you were to talk about Women Build only face-to-face. While it can feel less personal of an experience, there are ways to enhance your own commitment to Habitat Chicago and to Women Build that can be just as effective.

By utilizing our pre-made graphics and copy you can get the word out quickly and extensively, but we do want these posts to be your own! **Please edit and/or delete content that is highlighted.**

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 below. And remember, the sooner you start spreading the word, the more successful we will be!

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

1. Homeownership is not only a powerful wealth-generating tool, but it also improves health, educational, and social outcomes for homeowners and their families. Unfortunately, women face 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 fundraising team or donating to my fundraising page]** in support of Habitat for Humanity Chicago's Women Build. **[link to fundraising page]**

2. Women have a harder time accessing homeownership because of lower income, uneven care responsibilities, and mortgage denials and rates. Due to historical racist housing policies (like redlining, predatory lending, racial covenants, and more) and the stark wealth gap between Black and white Americans, Black women have an especially harder time becoming homeowners.

Commented [CW1]: fyi: <https://www.ap.org/ap-in-the-news/2020/ap-says-it-will-capitalize-black-but-not-white>

Join me in breaking down the gendered AND racial barriers to homeownership by [\[joining my fundraising team or donating to my fundraising page\]](#) in support of Habitat for Humanity Chicago's Women Build. [\[link to fundraising page\]](#)

3. Families living in affordable homes have been found to have double the discretionary income of their neighbors in high-cost housing, putting them in a better position to buy health insurance, pay down debt, save for education, or start a business. Since women, especially women of color, have a harder time accessing homeownership, they have less access to those financial opportunities compared to men.

Help more women access the financial benefits that homeownership can provide by [\[joining my fundraising team or donating to my fundraising page\]](#) in support of Habitat for Humanity Chicago's Women Build. [\[link to fundraising page\]](#)

4. Help provide the security, stability, and equality that comes from safe and affordable homeownership for women homebuyers. Join me and 500+ other inspiring women from across the city [\(on my fundraising team or by donating to my fundraising page\)](#) for Habitat Chicago's annual Women Build to break down gendered barriers to homeownership. [\[link to fundraising page\]](#)



**Shorter Posts:** For Twitter or captioned-photos on Facebook, use these condensed, to-the-point statements about Women Build. Customize as applicable.

1. If you'd like to...
  - a. help more women become owners of stable, affordable, and quality homes, ...
  - b. help more women grow their wealth, financial security, and independence, ...
  - c. help more women provide futures filled with opportunity for their children, ...

... [\[join my fundraising team or donate to my fundraising page\]](#) in support of Habitat for Humanity Chicago's Women Build. [\[link to fundraising page\]](#)



### Ways to use social media to help fundraise:

- a. Direct messages
  - i. Direct message anyone who responds to, looks at, or interacts with multiple things you post
  - ii. You can see who has read/seen your messages on Facebook and Instagram, so follow up with people who have done so!
- b. Posts, Photos, and Stories
  - i. Spread the word by sharing photos and stories of why you participate in Women Build and why it is important to get the message out to all of your followers

**Commented [DB2]:** and?? should we include something saying "follow up with people who have read/seen your messages"

- ii. Post longer content with photos on your normal feed and utilize the shorter-term stories on Instagram and Facebook to ensure your content is being seen as often and by as many people as possible
  - iii. Use #CHIWomenBuild to help reach even more people
- 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 and videos!
  - i. Photos and videos are more likely to come up on people's feeds
  - ii. 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. Post early and often
  - i. Not every post is seen by everyone every time, so you won't be overloading people's feeds!

Commented [DP3]: Different word choice here?  
Something like long-standing or ever-green or?

Commented [DP4]: Can e and g be merged here?