

Women Build 2023 Website User Guide



How to get started and be wildly successful on
chicagowomenbuild.org

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Welcome to Women Build!

We're thrilled to have you join a community of 600+ women committed to helping more women in Chicago become homeowners. Together, we will raise \$575,000 and advance construction of multiple homes for 13 days between October 5th - 28th, 2022.

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 our digital fundraising platform. If you have any questions, please do not hesitate to contact us at events@habitatchicago.org.

If you are reading this and are interested in participating in Women Build but do not have login credentials, please contact us at events@habitatchicago.org to get started.

Getting Started

Registration: Join Our Team

To officially register for the event, you must create your own fundraising page.

How do you do so?

You will need to receive your team page from your Team Leader. If you are a Team Leader, you will receive this from our event staff: events@habitatchicago.org.

Once on the page, scroll down and click “Join Our Team” on the right-hand side.

The screenshot displays a fundraising page for 'Courtney's Test Team'. The main content area on the left includes a description of the team's goal to raise \$575,000 for Habitat for Humanity, a call to action to help reach the goal, and a thank you message from Courtney's Test Team. Below this is a comments section with '0 comments' and a 'Sort by Oldest' dropdown. A green arrow points from the 'Nobody just yet.' text to the 'JOIN OUR TEAM' button in the right-hand sidebar. The sidebar contains a 'Donate' section with buttons for \$1,000, \$500, \$250, \$100, \$50, \$25, and 'Other'. Below that is a '0 Women Builders recruited' section with a 'JOIN OUR TEAM' button. Further down is a '0 shares' section with social media icons for Facebook, Twitter, and Email. The bottom of the sidebar features a 'Recent Donations' section with the text 'Be the first to donate!'.

All Women Build teams have their own fundraising page to track a team's overall fundraising progress and to host each team member's fundraising page. The team page is most helpful for team leaders to ensure they reach their team goal.

Getting Started

Registration: Input Your Information

Step 1

This step may vary depending on your Women Build involvement. If this is your first year, you will have to fill out all the necessary fields.

If you have created an account in previous years (see right image example), login in and your information will pre-populate. Edit as needed.

Step 1 Step 2 Step 3 Step 4

Begin registration using...
f G

Or, create a new registration

First Name Last Name

Email Address

Password Confirm Password

Address Apt/Ste/Unit

Country
UNITED STATES

City State Zip

Begin registration using...
f G

Or, create a new registration

Login to Continue

We recognize your email from another Habitat for Humanity Chicago campaign. Please enter your password associated with that campaign.

Email Address
courtney.wong@habitatichicago.org

Password Forget Password? Log In

Address Apt/Ste/Unit

Country
UNITED STATES

City State Zip
IL

Step 2

Since you started this process on your team page, you should see your team name and any update, like number of builders and fundraising progress.

If your screen looks like the image to the right, be sure to join the correct team.

Step 1 Step 2 Step 3 Step 4

You are joining team:
Courtney Test Team

Total Women Builders:
0

Total Amount Raised:
\$0.00

Change Registration Type Continue

Step 1 Step 2 Step 3 Step 4

Choose a registration option.

Solo
Register and fundraise as an individual.

Join Team
Register and fundraise with an existing team. Just enter the team name to join in.
Search for a team by name Join Team
See list

Create Team
Show your team spirit! Sign up your family, friends, co-workers etc. to join your fundraising efforts.

Step 3 and 4

Enter in more information and agree to our waivers.

You also have the opportunity to raise your goal and make a donation yourself! It's a great way to show your potential donors that you're invested in the Women Build mission. After, you'll be asked to share your page on Facebook and Twitter.

Step 1 Step 2 Step 3 Step 4

Joining Team: Courtney's Test Team

Courtney Wong Team Courtney Wong

Your Goal
\$ 500

Your Date of Birth
mm/dd/yyyy

Emergency Contact Name

Step 1 Step 2 Step 3 Step 4

Summary

Courtney Wong
T-Shirts: Small \$0.00

+ Add Additional Donation

Complete Registration

Personalizing Your Page

The First Two Ways to Start

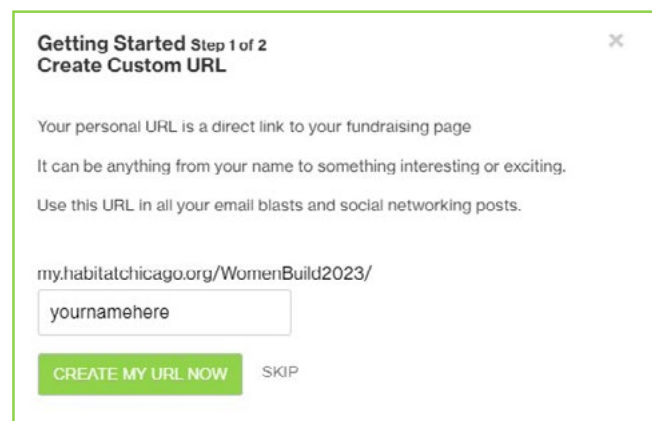
Congratulations! You have registered for Women Build, and now it's time to start customizing your fundraising page.

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 two easy steps to get started.

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.

Step 1: Create a Custom URL for Your Individual Page



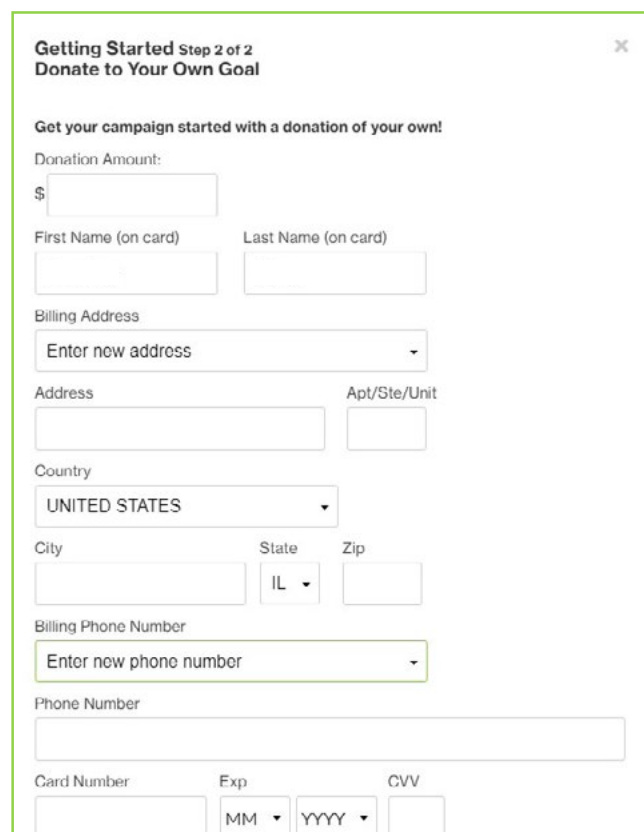
Getting Started Step 1 of 2
Create Custom URL

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/WomenBuild2023/
yournamehere

CREATE MY URL NOW SKIP

Step 2: Donate to Your Personal Goal



Getting Started Step 2 of 2
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
Enter new address

Address Apt/Ste/Unit

Country
UNITED STATES

City State Zip
IL

Billing Phone Number
Enter new phone number

Phone Number

Card Number Exp CVV
MM YYYY

Personalize Your Page

Personalizing your page is one of the most important things you should do. We created a default message for you, but you'll want to take the extra step to make this page you own.

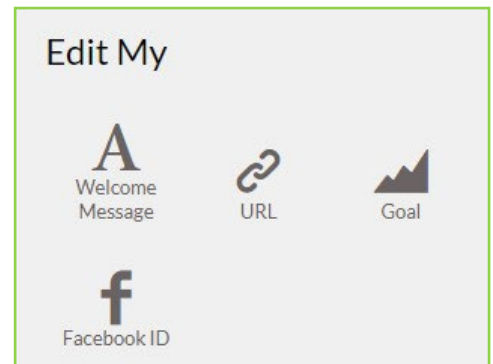
To get started, select My Page, next to Dashboard on the menu. This is where you can determine what the public sees on your fundraising page. On the right side, there will be a box with four ways to edit your page.

Welcome Message – This allows you to edit the title and the body of your page. What should you say here? Explain why Women Build is important to you and what 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 – If you did not already update your URL, you can do it here.

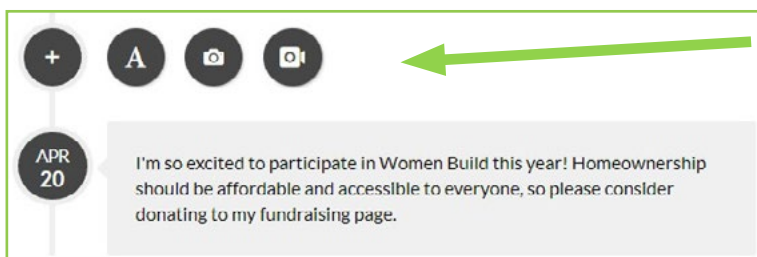
Goal – Click this icon to update your fundraising goal. There is no limit on how many times you can update your goal.

Facebook ID – Inputting your Facebook ID will allow you to moderate the comments people leave on your page. [Learn how to find your Facebook ID.](#)



Your Fundraiser Feed

Underneath your Welcome Message is your Fundraiser Feed, where you can provide updates to your network. We recommend doing this to thank new donors, when you hit a fundraising milestone, during your build day, or just because!



To add a post, click on one of these icons. Add text, photos, or videos to captivate and engage your donors as you go.

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 – A picture of yourself or something that represents you! This can be updated through a start-up task or by clicking the appropriate task in your campaign progress list.



Campaign Image – The horizontal banner image that appears at the top of your page. You can only change this photo when you are on the My Page section of your site. Hover your mouse on this area, and you will see a pop up that will allow you to update this image. The recommended dimensions are 2500 x 785px. To ensure faces or important parts of the image don't get cut off on larger screens, they should be in the middle-center of the image. There's also an option to insert a livestream here.



Your Dashboard

Your Dashboard View

Once you are done customizing, go back to your fundraiser dashboard. Here, you have easy access to helpful fundraising features, like promoting your page through email or social media, monitoring your fundraising progress, and saying thanks to your donors.

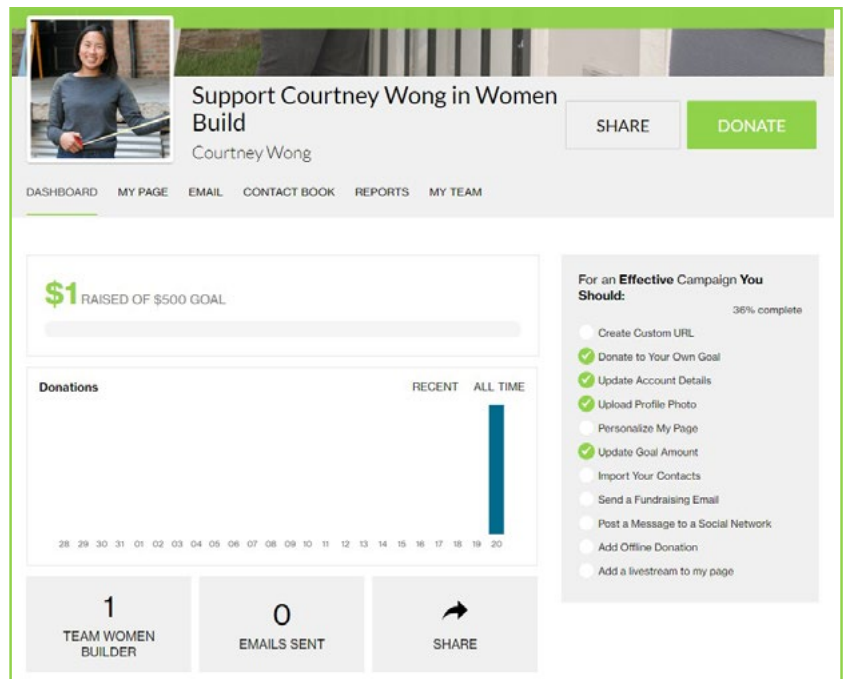
Your dashboard will look something like this:

On the left-hand side, you'll see a graph of your donation activity.

Underneath the graph is the Team Builder function that counts how many people are on your team. If you click on it, you can invite teammates. **Please do not create a new team or switch teams without first contacting events@habitatchicago.org.** To keep everyone safe and active on-site, we must cap the number of Women Build participants.

To the right of the Team Women Builder counter, you can see how many emails you have sent to potential donors (it will not record thank you emails sent to existing donors).

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 to your donor, if they provided contact information.



Recent Donations					View All
Donor name	Donor email	Donor address	Date	\$2.50	

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:

Create Custom URL – If you did not already update your URL, you can do it here.

Donate to Your Own Goal – 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, for example, your email address, password, address, and phone number.

Upload Profile Photo – Upload or change your profile photo from your computer.

Personalize My Page – There is where you can determine what the public sees on your fundraising page. See pages 7 and 8 more info.

Update Goal Amount – Your fundraising goal will default to the required minimum of \$500. You can update this goal as many times as you'd like.

For an **Effective** Campaign You Should:

36% 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
- Add a livestream to my page

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:

Import Your Contacts – Import your contacts from an email account, a previous Habitat Chicago fundraising campaign, or an excel CSV spreadsheet. More on page 12.

Send a Fundraising Email – Send and track emails to potential supporters and existing donors through chicagowomenbuild.org. This is an optional feature, so feel free to send emails through your personal email. More on page 13.

Post a Message to a Social Network – Once clicked, a popup window will appear. There you can post individual updates to your Facebook, Twitter, or LinkedIn, share your fundraising page's URL or QR code, or access the overlay function for livestreaming. Clicking on a particular social icon will prompt you to login to your account.

Add Offline Donation – Post a pledged check or cash donation. More on page 16.

Add a livestream to my page – You can add a livestream right onto your fundraising page. [Learn how to add a livestream to your fundraising page.](#)

For an **Effective Campaign You Should:**

36% 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
- Add a livestream to my page

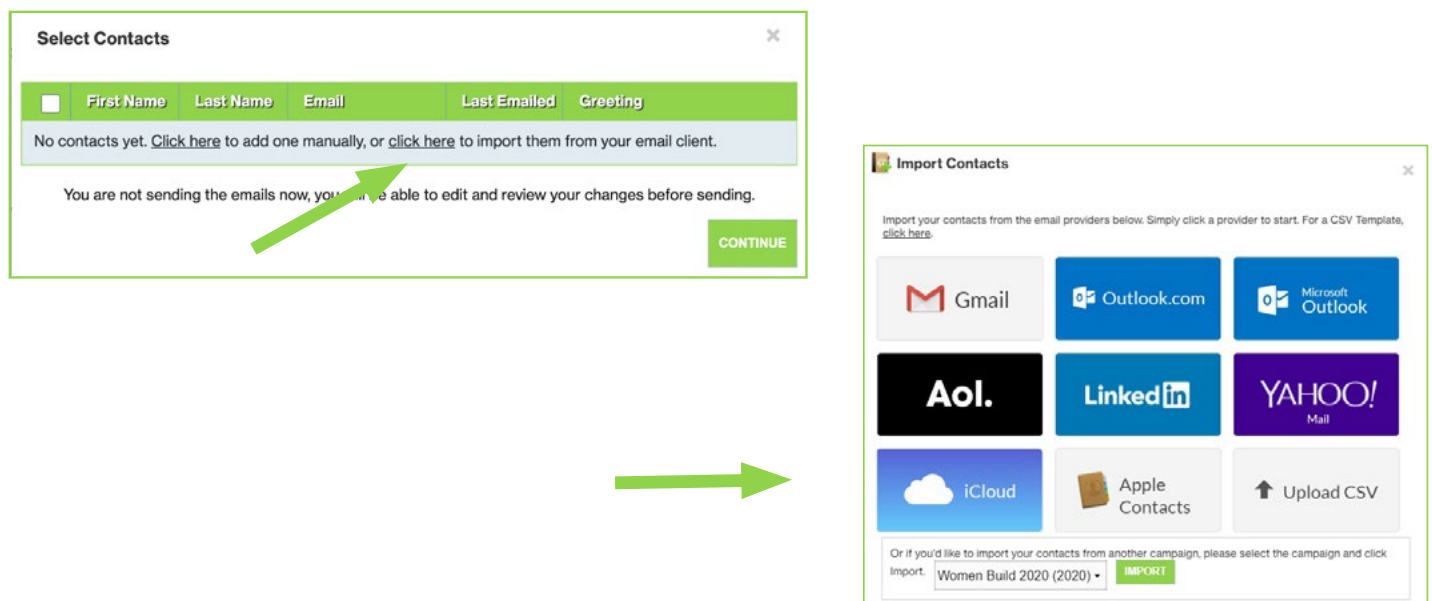
Spread The Word

Importing Your Contact Book

Go to the Contact Book section by (1) selecting “Import Your Contacts” from the Campaign Progress Box, (2) while you are in the email feature, click on “Add from Contact Book”, or (3) click “Contact Book” in the menu.



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.



If you choose to add contacts manually, you will be prompted to fill in your their first name, last name, email, and a greeting if you'd like.

Spread The Word

Sending Emails Through Your Dashboard

This is a great way to contact people with pre-made templates at your disposal. Select “Send a Fundraising Email” in your campaign progress box. Feel free to use your personal email when sending out fundraising emails.

The image shows two screenshots from a dashboard. The left screenshot displays a 'For an Effective Campaign You Should:' checklist with 36% completion. The 'Send a Fundraising Email' option is highlighted with a green arrow. The right screenshot shows the email sending interface, including fields for 'Email', 'Greeting', 'Template', 'Subject', and 'Message', along with a rich text editor and a 'Save Template' button.

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 names and email addresses or through the contact book functionality.

You can also send messages to specific groups. If you are a Team Leader, there will be more options of different email recipients. To send an email to a specific individual donor, see page 9.

Step 3: Write Your Content

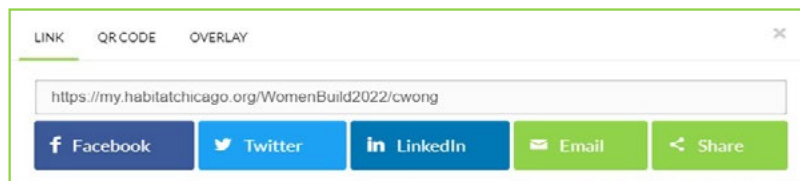
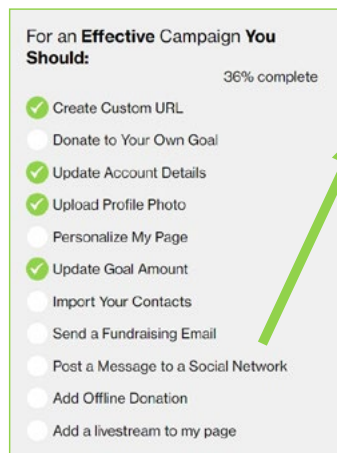
Once you have your audience, you can select an available email template (a preset email message) by clicking the down arrow under the “Template:”. When a template is selected, a subject and message will appear - all of which can then be customized. Alternatively, you can create your own email message from scratch. If you want to re-use a message, you can save it as a template.



Spread The Word

Use the power of social media

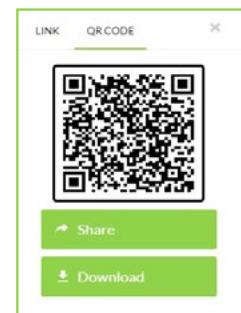
In your Campaign Progress box, you'll see the task "Post a Message to a Social Network." This will allow you to share your personal fundraising page through any of the social networking sites below:



If you are already logged into Facebook, Twitter, or LinkedIn, clicking on the specific icon will trigger a pop-up confirming your credentials. Once logged in, you'll have the option of customizing your message before completing your social media post.

You can also use a unique QR code to share with supporters.

Lastly, learn more about [livestreams](#) and the [overlay function](#).



Top Social Media Tips

1. Use the Women Build Social Media Kit for pre-made images and templates on the [Fundraising Resource Page](#).
2. Post early in your campaign and often. Include a photo or video with every post. If you've attended Women Build before, be sure to include a photo of you at the event! If you need Habitat Chicago imagery, you can share a photo from our [Facebook albums](#).
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 you can see if someone has read your message on most platforms. 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. 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'll 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!

After making a gift, donors will receive a donation receipt, 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 email by clicking on the green envelope next to their information.

The screenshot shows a fundraising dashboard for 'Support Courtney Wong in Women Build'. At the top, there is a profile picture of Courtney Wong and a 'DONATE' button. Below the header, there are navigation tabs: DASHBOARD, MY PAGE, EMAIL, CONTACT BOOK, REPORTS, and MY TEAM. A progress bar shows '\$1 RAISED OF \$500 GOAL'. A 'Donations' section includes a bar chart with 'RECENT' and 'ALL TIME' views. Below the chart are three summary cards: '1 TEAM WOMEN BUILDER', '0 EMAILS SENT', and a 'SHARE' button. The 'Recent Donations' table has columns for 'Donor name', 'Donor email', and 'Donor address', with a green envelope icon next to each row. A green arrow points to this icon.

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 us](#). 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

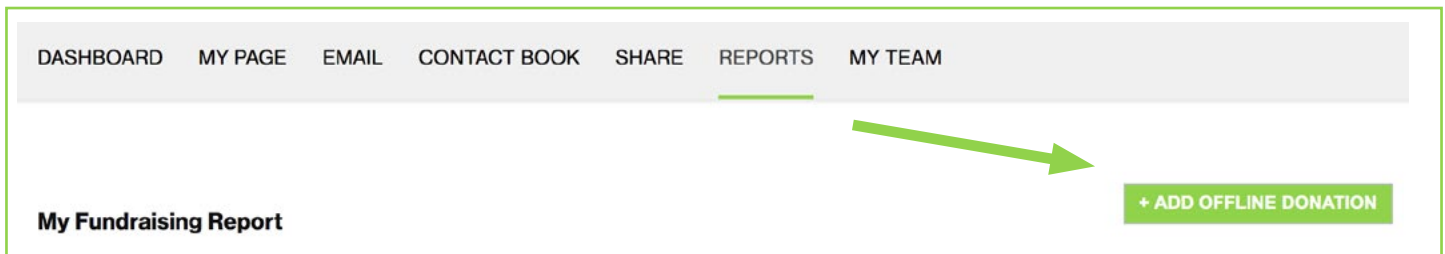
- [Frequently asked questions](#) - you can find tax information, matching gifts set up, and more.
- Submitting cash or check donations: On the next page.

Donations 101

Offline Donations: Cash and Checks

When you receive a cash or check donation, here's what to do:

Step 1: Click “Add Offline Donation” task in your Campaign Progress box OR click on “Reports” in the top menu and select “+Add Offline Donation”.



Step 2: Fill out your donor's information as this will help us match the offline donations we receive with the proper fundraising campaigns.

Step 3: 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, call the Habitat Chicago office at 312-563-0296 to schedule a time to drop off the donation. Check out our [hours and directions](#).

Step 4: 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@habitatichicago.org with the donor's first and last name, the amount of the donation, and the date on which it was sent to Habitat Chicago.

Additional Resources

Fundraising Ideas and Social Media Kit

For fundraising pointers, group fundraising ideas, and a social media kit, visit our [Fundraising Resources page](#).

Team Leader Resources

If you're leading a Women Build team, visit our [Team Leader Resources page](#).

FAQs

If you have any questions regarding fundraising, donating, or volunteering, visit our [frequently asked questions page](#).

Contact Information

Contact:

events@habitchicago.org
312-563-0296 x415

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 your Women Build build day.

Social:

Facebook – [@Habitat for Humanity Chicago](#)

Twitter – [@HabitatChicago](#)

Instagram – [@HabitatChicago](#)

LinkedIn – [@Habitat for Humanity Chicago](#)

#HabitatChicago
#CHIWomenBuild

Go Forth, And Have Fun!

Our biggest thanks!

We can't thank you enough for going above and beyond to ensure that more women 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.