

2026



Women



BUILD

**FUNDRAISING
GUIDE**



TEAM LEADER EDITION

We're glad
you're here!

WELCOME TO *Women* BUILD

Help us build the
foundation of a
better future!



Uniting hands and hearts: mobilize
your network to fundraise and build
alongside one another.

WE CAN'T BUILD OUR **100TH** HOME
WITHOUT YOU, SO LET'S GET STARTED!

SET UP YOUR TEAM



CUSTOMIZE YOUR PAGE



Your fundraising page is your team's front door. Upload a **profile photo** and add a **short description** (tips in the Fundraising Essentials Toolbox) to share your goals and why you're helping **build a home with Habitat!**

01

BUILD YOUR TEAM



Talk to **friends, family, and co-workers**, and invite them to join your team. Invite your circle to attend **the Kickoff Party** in March to learn more about Women Build and **kickstart your fundraising efforts**.

02

FUNDRAISE



Fundraising runs until May 3rd. Post a call to action on social media, talk to friends and family, send emails, and make phone calls. **Share why helping someone right now is important** and ask for support in your efforts to help build a home with Habitat.

03

VOLUNTEER



Women Build volunteers will **begin building in May**. Reach your goal and schedule your volunteer day! **Volunteer sign-up opens in March.**

04

RECRUIT YOUR TEAM



Some tips and best practices from former Team Leads to help you get started on recruiting and building your team of fundraisers!

Reinforce that there is no experience required to help build the home! Any training that's needed will be done onsite.

Try and get your team established so they have at least 30 days to do their fundraising.

While Women Build is focused on the inclusion of women in the work of building homes, the initiative does not exclude volunteers of any gender or gender identity.

This is a great way for your team to gain some DIY skills to use for their own home.

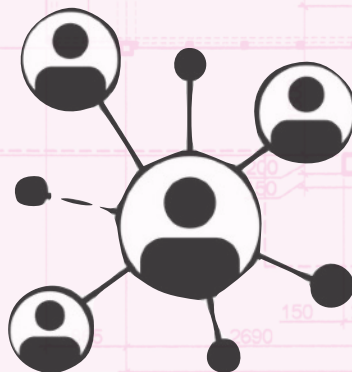
Reach out to everyone you know! You never know who may be interested!

Ask your network to pass along the information about Women build to their networks. The more people that know you're recruiting, the easier it will be!

Help eliminate the fear of fundraising. Let them know we have tools and templates to help them fundraise and succeed in reaching their goal!

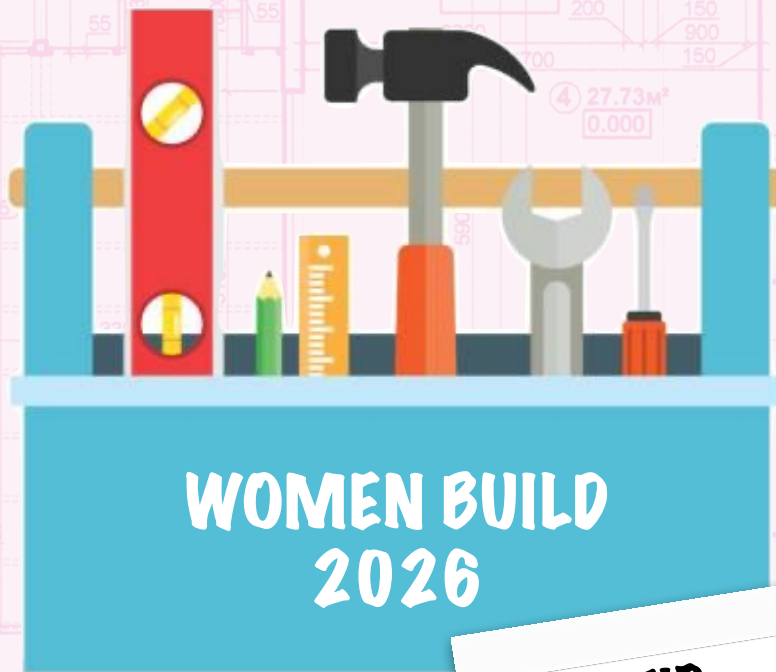
Let your network know about the kick-off meeting on March 11th to help answer any questions they may have.

Share homeowner stories to help them understand the impact of Habitat for Humanity Greater Portland and Women build specifically.



INSPIRE. INFORM. ASK.

ONCE YOU HAVE YOUR TEAM....



Give 'em the tools!
Check in
Ask questions

PRO TIP

Make sure all of your team members know about the Women Build resource page!
<https://habitatportlandme.org/women-build-resources/>

WELCOME THEM TO THE TEAM!

EMAIL EXAMPLE

Subject: Welcome to the Team! 🛠️ Let's build something incredible.
Preview Text: Everything you need to start your Women Build journey.

Hi **[Name]**,

I am so thrilled to have you on our 2026 Women Build team! Together, we aren't just raising money; we are quite literally raising the walls of a new future for a family in Greater Portland!

Our goal is to raise **[\$Team Goal]** and I know that with this group, we can make it happen.

Here are your first 3 steps to help get you started:

1. Set up your page: If you haven't yet, customize your personal fundraising page. Adding a photo and a quick "why I build" note makes a huge difference!
2. Mark your calendar: Our build day is **[Date]** at **[Location]**. We'll be on-site from 9am to 3:30pm.
3. Send your first ask: I've attached a few templates below to help you reach out to friends and family today. (Check out the email tool kit on the resource page for examples)
4. Get familiar with your resources. Go to <https://habitatportlandme.org/women-build-resources/> and check out the guides for all things Women's Build!

Stay focused on the Why!

In our community, stable housing is the foundation for everything else—health, education, and financial security. By participating in Women Build, you are providing a "hand up" to a female homeowner who is working alongside us to build her own home through sweat equity. I'll be checking in regularly with fundraising tips, build-day logistics, and progress updates. In the meantime, don't hesitate to reach out with any questions.

Let's get to work!

Best,

[Your Name]

TEAM FUNDRAISING GUIDE

Give your team a few basic fundraising tips to get them started!

Turn your goals into bite-sized pieces.

01

*Fundraising can seem intimidating when you start out. Breaking down big fundraising goals into **smaller, more manageable pieces** can help your team dominate during Women Build.*

Here's an example

- Make a donation to your team = \$50
- Ask a partner or best friend to donate = \$50
- Ask your boss to donate = \$100
- Ask 4 family members for \$25 each = \$100
- Ask 4 friends for \$25 each = \$100
- Ask 4 co-workers for \$25 each = \$100

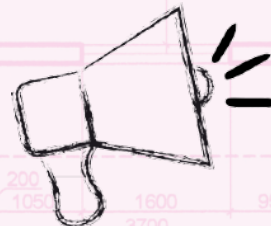
→ TOTAL = \$500!

JUST ASK!

02

*Want to know the secret that puts the most successful fundraisers over the top? **They ask directly for donations**, plain and simple. Your friends and family care about you and the causes you care about, and **they'll want to** contribute. A direct approach is often the most efficient tool for you to use as a fundraiser, and the most convenient way for your donors to contribute.*

HEY TEAM CAPTAINS, REMEMBER TO CHECK IN WITH YOUR TEAM MEMBERS REGULARLY AND ENCOURAGE THEM TO REACH THEIR GOALS!



TEAM FUNDRAISING GUIDE

BRING YOUR COMMUNITY TOGETHER

03

Each one of us has a chance to make an impact. Here are a few ways you and your team can reach your fundraising goals.

- Have a birthday, anniversary, or special event coming up? Ask for “in lieu of” donations, instead of gifts. For example, instead of receiving gifts for a birthday, ask people to donate on your fundraising page!
- Part of a club or organization? Ask if you can speak briefly to the organization about Women Build and why you’re raising funds.

GET SOCIAL

04

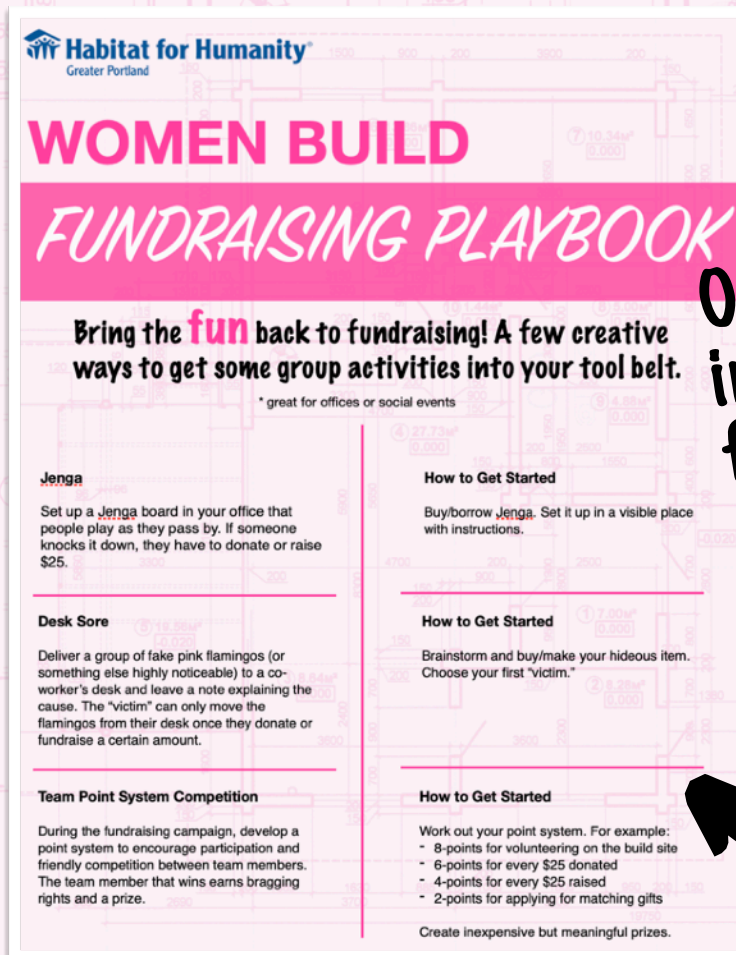
Social media and digital communications can be a great way to get the word out about your cause, fast.

- Share your fundraising page via email, text, and social media.
- Create social media pages for your team to spread the word. Check out the social media toolkit on the Women Build resource page.
- Tag friends and family in posts about your team’s fundraising goals and ask them to donate!
- Share your cause with friends and family online.

FUNDRAISE. ADVOCATE. BUILD

TEAM FUNDRAISING GUIDE

Need **even more** ideas on how your team can reach their fundraising goals?



Over 20 fun and mostly interesting ways to fundraise inside!!

Check out and pass along the Fundraising Ideas PDF on the Women's Build Resource Page.

<https://habitatportlandme.org/women-build-resources/>

So you're prepped and ready to start fundraising, but aren't sure how to share what Women Build is and why it's so important? We've created a list of talking points to get you started!

TALKING POINTS

Unpredictable rent increases and lack of affordable housing causes families to live with a constant burden of uncertainty, stress and fear.

Better, affordable living conditions lead to improved health and stronger childhood development.

We believe in the power of women to lead and create positive change. Women Build is a unique opportunity for women-led teams to join forces, roll up their sleeves, and work together to build safe, affordable homes for families in need.

Affordable housing boosts the economy by freeing up families income to support local businesses.

Supporting Women Build is more than charitable giving, it's a strategic investment in community transformation.

Your partnership directly contributes to increasing access to affordable housing, helping families achieve strength and stability.

A safe affordable place to call home improves lives for generations.

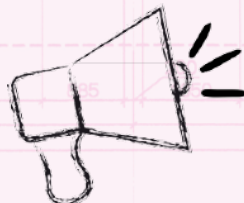
Affordable housing increases children's success in school, as stability leads to better attendance and focus.

Homeowners paying an affordable mortgage can save for the future, invest in education, and have more financial stability.

Women Build is a way for us to celebrate and recognize the leadership, resilience, and skill women bring to every aspect of building strong communities.

Women helping women sends a positive and powerful message to our community. Women Build provides an opportunity for women to take part in crucial work that has a lasting impact.

We believe everyone deserves the chance to build a better future. Home is the foundation.





SOCIAL MEDIA EXAMPLES

DON'T FORGET TO:

01

Share the link to your team's fundraising page with everything you post. You may even want to put the link in your profile bio!

02

Tag Habitat for Humanity Greater Portland in everything you post so we can help spread the word!



@habitatfhgpp



@habitatgreaterportland



Instagram

An example of a simple instagram caption would be:

"Every dollar makes a difference. Will you donate to help me build a home for a local family with @habitatgreaterportland?"

Learn more here: (insert fundraising link)
#womenbuild2026

Facebook

An example of a simple Facebook caption would be:

"I'm proud to be part of Habitat for Humanity Greater Portland's Women Build! Learn more here (insert link).

You can join my team or donate to help me reach my goal. If you're interested in participating along with me, or would like to help donate to our team, you can click this link. (Fundraising link)

Every dollar donated helps!"



WOMEN BUILD → EVENT TIMELINE

**IMPORTANT
DATES TO
KEEP IN
MIND!**



FEBRUARY 17th

REGISTRATION OPENS

MARCH 11th

KICKOFF EVENT

MARCH 12th

FUNDRAISING BEGINS

MAY 3rd

FUNDRAISING ENDS

MAY 4th

BUILDING BEGINS

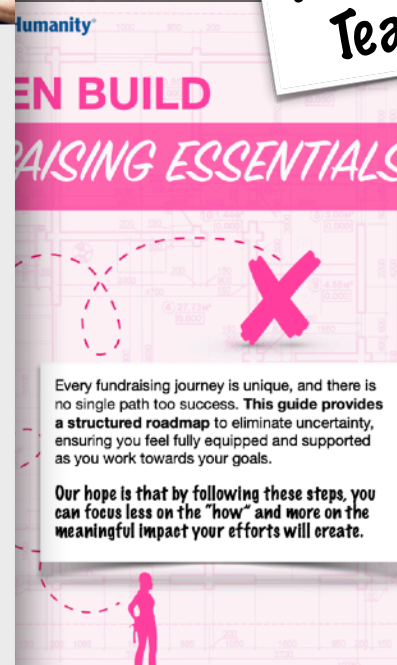
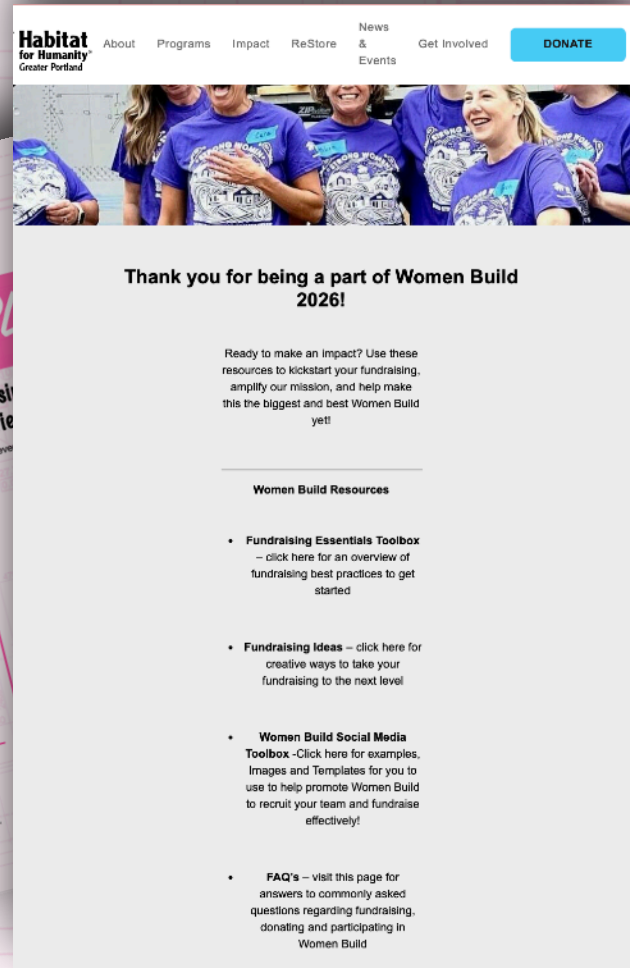
RESOURCES

*Head over to the **new Women Build Resource page** to find a few tools we put together to get you started.*

Bookmark the Women Build Resource Page:

<https://habitatportlandme.org/women-build-resources/>

**One stop shop for
Fundraising tools and
ideas, social media
templates, FAQ guide and
Team Lead checklists.**



Want More Ideas or have questions?

CONTACT US

**We can't wait
to see you
in action!**



Women
BUILD



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YOU CAN DO IT!

Sound intimidating? While it is normal to focus on what might go wrong or where you might stumble when trying something new, **the truth is that your potential to provide support and make a meaningful difference far outweighs any minor mistake.** Your presence and willingness to help are what truly matter most.

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We believe that it is better to try and miss your goal than not to take that chance. **Believe in yourself as much as we believe in you** - challenge yourself in a new way. **You might just surprise yourself.**