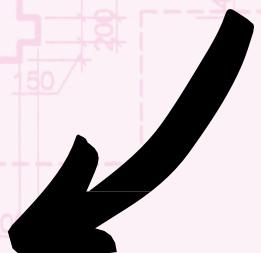


2026

EMAIL
TOOLKIT

Women

BUILD





women build email templates and tips

Email can be another effective tool you can use in your fundraising campaign!

Think of email as one piece of the puzzle. While it's great for telling emotional stories, don't rely on it alone; **diversify your outreach for maximum impact**. Email is a fantastic way to share your "why" and provide direct donation links. Pairing it with other methods can significantly boost your overall results.

Below are some templates to help inform your contacts about the Women Build mission, why the mission is so important, and how to donate.

We've provided these examples to get you started, but **your story is the most powerful message you have** - feel free to customize!

Quick note: Content that is in ***bold and italicized*** is meant for you to edit and personalize!



FUNDRAISING TEMPLATES

A few templates that vary in tone from casual and familiar to a bit more formal in style. Hopefully some of these will match your tone of voice or get you started in the right direction!



Greater Portland



Optional: Email preview text (or preheader) is the short snippet of text shown next to or below the subject line in an email inbox, acting as a teaser to entice users to open the message, often complementing the subject line with a summary or a call to action, and it can be customized in most email templates to control this crucial first impression.

You can always use either or combine the Subject and Preview into one as well!

FUNDRAISING EXAMPLE #1

Subject: Help me build strength and stability for Greater Portland families!

Preview Text: I'm trading my laptop for a tool belt to help local women build their own homes.

Hi **[Name]**,

I'm excited to share that I'm participating in Habitat for Humanity Greater Portland's Women Build!

Women Build isn't just about construction; it's about empowering women to take the lead in building a foundation for their families. I'll be joining a team of local women to help build a safe, affordable home for a neighbor in our community.

[paragraph about why this is important to you]

Access to safe and stable housing is changes lives—it leads to better health outcomes, improved school performance for children, and long-term financial security.

Will you help me reach my fundraising goal of **[\$/Stretch Goal Amount]**?

- To donate or find out more please visit: **[Link to Your Fundraising Page]**
- What your gift does: Every dollar goes directly toward the building materials and supplies needed to finish this home.

Whether you can give \$25 or \$250, your support means the world to me and the family who will soon call this house a home.

Thank you for helping me build a better future!

Best,

[Your Name]

PRO TIP

Include a Photo: Attach a picture of yourself at a previous build or holding a hammer—visuals increase engagement significantly.

- Mention the "Hand Up": Remind donors that Habitat homeowners pay an affordable mortgage and put in "sweat equity" hours; it's a partnership, not a handout.
- Company Match: Encourage donors to check if their employer matches charitable gifts to double their impact.



FUNDRAISING EXAMPLE #1a

PRO TIP

Send this 2-3 days before your build date to people you have already emailed. People are often more likely to give when they see the "finish line" is in sight. (Follow up to earlier email)

Subject: Tool belt: On. Goal: Almost there! 

Preview Text: We're just **[\$ Amount]** away from the finish line!

Hi **[Name]**,

The big day is almost here! This **[Day of the week]**, I'll be on-site with Habitat Greater Portland Women Build working on the construction of a new home for a deserving family.

I'm so close to hitting my fundraising goal but I need a little extra help to get across the finish line. I have committed to raising **\$[amount]** and am currently just **\$[Amount]** away from our target!

Can you chip in **\$[Amount]** today to help us close the gap on our fundraising goal?

[Link to Your Fundraising Page]

Every contribution—no matter the size—builds strength and stability for a family in our community.

Thank you for cheering me on!

Best,

[Your Name]



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FUNDRAISING EXAMPLE #2

Subject: I'm picking up a hammer for a good cause

Preview Text: I'm reaching out because I've committed to a very special project.

Hi **[Name]**,

I hope you're doing well!

On **[Date]**, I'll be joining Habitat for Humanity Greater Portland for their annual Women Build event. Women Build is more than just a construction project—it's a movement that empowers women to take the lead in addressing the housing crisis. I'll be picking up a hammer and getting my hands dirty to help build a safe, affordable home for a local family.

To participate, I've set a personal goal to raise **[\$Stretch Amount]** to help towards the cost of the building materials needed to build these much needed affordable homes here in Maine.

Would you consider making a donation to help me reach my goal? Every dollar makes a difference. For example, a gift of \$50 can go towards the payment for a homeowner's new front door.

You can donate directly through my personal fundraising page here:

[Link to your personal fundraising page]

If you'd prefer to donate by check, please let me know and I can provide those details. All donations are 100% tax-deductible.

Thank you so much for supporting me and helping a neighbor build a foundation for a better life. I can't wait to share photos from the build site with you!

With gratitude,

[Your Name]

PRO TIP

Tailor the message to how well you know the person you are contacting.



FUNDRAISING EXAMPLE #2a

Use your personality to help ease the “ask” portion of the email. If they read it and it sounds like “you” instead of a template you are much more likely to succeed!

Subject: Update: I'm picking up a hammer for a good cause! 

Preview Text: Only **\$[Amount]** left to go before I head to the build site.

Hi **[Name]**,

I'm so excited (and maybe a little nervous about my carpentry skills!) that my Women Build day with Habitat for Humanity is finally almost here on **[Date]**.

As many of you know, **[Optional Personal Connection: e.g., I've always been passionate about women's empowerment / I know how much a stable home meant to my own family]**. Getting to actually help build a house from the ground up for a local family is such a powerful way to put those values into action.

I'm currently **\$[Amount]** short of my fundraising goal. If you have the means, I'd love for you to "join" me on the build site by making a small donation towards our fundraising goal.

You can support my build here: **[Link to Your Fundraising Page]**

Even a gift of \$10 or \$20 goes a long way—it literally helps pay for the nails, studs, or shingles that I'll be installing!

I'll be sure to share photos of me in my hard hat after the build so you can see the progress we made. Thank you so much for always having my back!

Love,

[Your Name]

PRO TIPS
How to make it sound even more “you”.

- Self-Deprecating Humor: If you aren't handy, mention it! ("Pray for the drywall...")
- The "Price of a Coffee" Ask: Ask for a specific, small amount. "Would you buy me a \$5 coffee today?" Except, instead of caffeine, put it toward a front door for this family.
- Tag them on Social: If they donate, give them a public shout-out on Facebook or Instagram to say thanks.

FUNDRAISING EXAMPLE #2b

Subject:  Only **[Number]** days until I pick up a hammer!

Preview: We're so close to the goal!

Hi **[Name]**,

I'm heading out to the Women Build site this **[Day of week]**! I'm a little nervous about my **[hammering/power tool]** skills, but I'm so excited to help build this home.

I'm only **\$[Amount]** away from hitting my goal for Habitat for Humanity Greater Portland.

If you've been meaning to donate, now is the perfect time to help me get across the finish line!

Support my build here: **[Link to Your Fundraising Page]**

Thanks for being such a great **[friend/supportive family member]**!

Best,

[Your Name]

PRO TIP
Keep this one short and
punchy for the final push!

This approach is perfect for coworkers or busy friends because it makes the impact feel tangible and affordable. Contextualizing a donation as a small daily expense can significantly increase conversion rates.

FUNDRAISING EXAMPLE #3

Subject: Can I buy you a "virtual lunch" for Women Build? 

Preview Text: Swapping one lunch out for a legacy of stable housing.

Hi **[Name]**,

As I gear up for my Habitat for Humanity Women Build day on **[Date]**, I've been thinking about the "cost" of a home.

While a full house is a huge investment, the individual pieces aren't! I'm looking for **[Number]** friends to skip one "lunch out" this week and donate that **[\$15/20]** to my build instead.

- \$15 helps buy a box of galvanized nails.
- \$25 helps buy a gallon of interior paint.
- \$50 helps pay for a low-flow faucet to help keep a family's utility bills affordable.

Will you skip lunch with me today and help me build a home?

Donate here: **[Link to Your Fundraising Page]**

I promise to work twice as hard on the build site to make your "lunch money" count! Thank you for helping me bring Habitat Greater Portland's newest family home.

Best,

[Your Name]

PRO TIP

If you are sending this to coworkers, consider bringing in homemade cookies or snacks for the office kitchen with a QR code to your donation page as a "thank you" for their virtual lunch!

FUNDRAISING EXAMPLE #4

Dear **[NAME]**,

Today, I am writing to ask for your support. I have pledged to raise **\$[GOAL AMOUNT]** for Habitat for Humanity of Greater Portland's Women Build event over the next 6 weeks

Why am I doing this? Because Habitat for Humanity is important to me. **[Insert a few sentences here.]**

Habitat for Humanity is dedicated to eliminating substandard housing locally and worldwide through building, rehabilitating and preserving homes, by advocating for fair housing policies, and by providing training and access to resources to help families improve their shelter conditions. Here in Cumberland County, Habitat has built 96 affordable homes and provided over 180 low-cost home repairs. Best of all, every donation to Habitat for Humanity of Greater Portland will stay right here in my community helping my neighbors to achieve a safe, affordable place to call home.

I need your help to ensure that Habitat for Humanity of Greater Portland can continue its important work. My goal is to raise **\$[insert amount]** so that future homeowner Tawnya and her girls can move into a safe, affordable home this summer.

Will you consider making a donation of **\$[amount]?**

Every dollar makes a big difference. You can give online by going to **[insert link to personal fundraising page]** or you can mail a check to **[insert mailing address]**.

By supporting Habitat for Humanity of Greater Portland you are demonstrating your belief in me and in a world where affordable, safe, and diverse housing should be a matter of conscience and action for all.

Thank you in advance for your support.

With gratitude,

[Name]

PRO TIP
Providing an overview of Habitat and why you are involved can help with potential donors who are unfamiliar with what we do.





THANK YOU TEMPLATES

A few templates that vary in tone from casual and familiar to a bit more formal in style. Hopefully some of these will match your tone of voice or get you started in the right direction!



THANK YOU EXAMPLE #1

PRO TIP

A post-build thank you is the most important part; it makes your supporters feel like they were right there on the job site with you. Personalized gratitude is key here.

Subject: We did it! 🏠 (And I'm officially exhausted!)

Preview Text: Check out the progress we made at Women Build.

Hi **[Name]**,

I'm back from the Women Build site, and my arms are sore, but my heart is so full!

Because of your generosity, I was able to raise **\$[Total Amount]** for Habitat for Humanity Greater Portland.

Together, our team **[mention a specific achievement: e.g., framed the entire first floor / finished all the interior painting / installed the siding]** for a local family.

[Link to a photo of you at the build or a team photo]

Standing on that site today, I realized that every nail I hammered and every board we lifted was made possible because you stepped up to support me.

You didn't just give money; you helped build strength, stability, and independence for a family in our community.

Thank you for believing in this mission—and for believing in me!

With gratitude,

[Your Name]

PRO TIP

Match the tone of your thank you email to the level of your personal relationship to the donor.

THANK YOU EXAMPLE #2

Subject: Impact Update: Results from the Habitat for Humanity Greater Portland Women Build
Preview Text: Thank you for your generous contribution to affordable housing.

Dear **[Name]**,

I am writing to sincerely thank you for your generous contribution to my Women Build campaign in support of Habitat for Humanity Greater Portland.

Thanks to your support, I exceeded my fundraising goal, contributing to a collective effort that provides the essential funding for the Evans family's new home in Standish. During the build on **[Date]**, our team successfully **[mention specific milestone, e.g., completed the subflooring and exterior wall framing]**.

Your investment goes far beyond lumber and nails. By supporting Habitat for Humanity's mission, you are helping to foster long-term financial stability and improved health outcomes for a family in our community. Access to affordable homeownership is a cornerstone of a thriving neighborhood, and your gift made a tangible difference in making that a reality.

I have attached a photo from the build site to share the progress we made together.

Thank you again for your commitment to building a stronger community.

Sincerely,
[Your Name]



ATTACHMENTS

If you feel that additional messaging from Habitat would help you in your fundraising - attach some of the following collateral to help explain what Women Build is and why it is so important.



Habitat
for Humanity®
Greater Portland

Why Women Build?

Women Build is **a movement**, driven by the power of **women supporting women** on a Habitat for Humanity Greater Portland build site.

At Habitat for Humanity Greater Portland, we believe that **strong women build strong communities**. Every year, this signature event brings together hundreds of women from all walks of life to address the housing and community impact in the Greater Portland area, focusing on **empowerment, solidarity, learning and pride in our community**.

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.



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Why Women Build?

- Women are more likely to face higher housing cost burdens than men at every income level.
- On average, single women pay more for mortgages and receive less favorable lending terms than single men, even when credit profiles are similar.
- In many parts of the country, women must earn significantly more than men to afford the same home, due to the gender wage gap and rising housing costs.
- Single mothers face some of the highest barriers to stable homeownership, contributing to long-term economic insecurity for entire families.

Women Build is our way of responding to these disparities with action, tools, and community.

