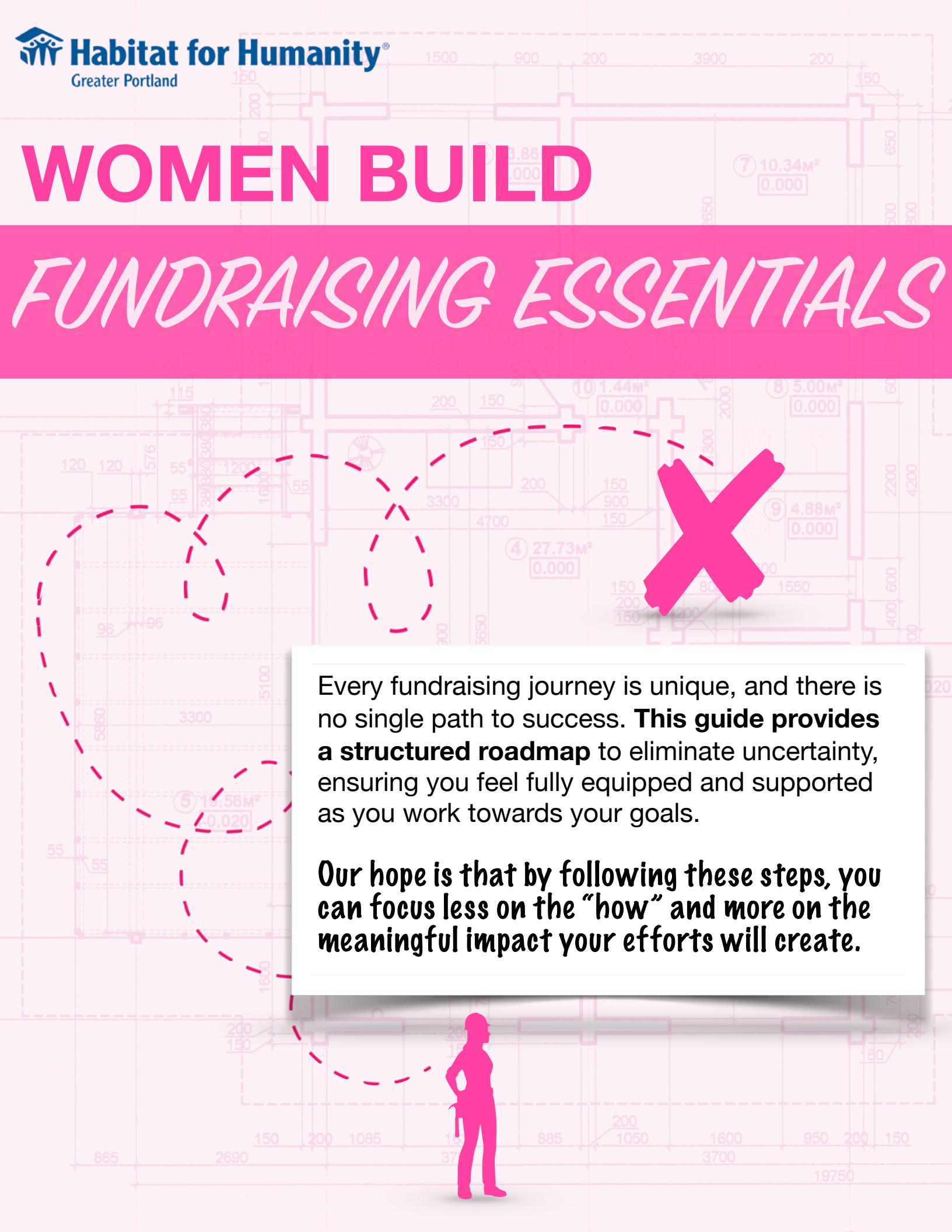


WOMEN BUILD

FUNDRAISING ESSENTIALS



Every fundraising journey is unique, and there is no single path to success. **This guide provides a structured roadmap** to eliminate uncertainty, ensuring you feel fully equipped and supported as you work towards your goals.

Our hope is that by following these steps, you can focus less on the "how" and more on the meaningful impact your efforts will create.



FUNDRAISING ESSENTIALS

01

Donate to your own page

We haven't done the exact calculation, but we're about 3,000% 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!

02

Set up your personal fundraising goal

Each Women Builder is required to raise a minimum of \$250, but to get to our shared \$60,000 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 \$500 or \$1,000, the opportunities to provide more women-led households becomes even more attainable.

FUNDRAISING ESSENTIALS

03

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 more asks than you think you need, because not everyone will be able to say yes, and that's okay!

04 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're helping women achieve the life-changing benefits of homeownership?
- 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?

FUNDRAISING ESSENTIALS

Develop your outreach list

05

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:

...do I work or volunteer with?

...do my family members work with?

...have I done business with?

...attends my place of worship or health club?

...is on my holiday card list?

...do I write checks to?

...is/was on my latest wedding or birthday party invitation list

...was in my fraternity / sorority?

...did I support with a donation to their charity fundraiser?

...owes me a favor?

...did I play high school sports with?

...would like to do business with me?

FUNDRAISING ESSENTIALS

Make your ask

Our daily interactions have changed quite a bit these past few years, but don't let that change your approach when making your ask! Video calls or meetings 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!

06

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!

07

FUNDRAISING ESSENTIALS

Get Started

The sooner you start, the sooner you'll reach 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 – an easy way to double your impact!

Matching gifts typically take 6-8 weeks to be processed, so the sooner you start, the better!

08

Network

Ask your network of family and friends to ask their networks of family and friends!

Sometimes people are not going to be able to donate - ask them to see if they know anyone who can instead!

It could be just as valuable!

09

FUNDRAISING ESSENTIALS

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

- **All the money is out there, we just need ask for it** – The number one reason people give is because they are asked. It can be intimidating to ask people for money but remember that folks want to be a part of something meaningful too. The worst they can say is "no."
- **Utilize social media** – 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!) Check out our [Women Build social media kit](#) with pre-made content for you to use.
- **Talk about Women Build** - Let it be known far and wide that you're fundraising for Women Build!
 - Add the link to your fundraising page to your email signature
 - When someone asks "How are you?" - use it as an opportunity to talk about Women Build
- **Share the content around** – If someone has a good post or email, share it with the rest of the team! Why reinvent the wheel when your teammates have crafted effective messages already?

FUNDRAISING ESSENTIALS

....and a few more

- **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.
- **Match your donations** – Get your workplace involved and ask your donors to do the same with theirs. Do not overlook corporate matching gift programs, including your own employer.
- **Write a handwritten note** – Most mail people receive nowadays tends to be ads or bills. When someone receives a handwritten note from someone they know and care about, it really stands out.
- **Thank every single person who donates to your page** – Whether it is through social media, a text, or a phone call – make sure your donors feel appreciated! (They will also receive a thank you directly from Habitat for Humanity Greater Portland).

If you hit your goal early, great work!

Please continue to fundraise - the more money we can raise,
the more lives we can impact!

YOUR INDIVIDUAL FUNDRAISING PAGE

Your individual fundraising page is your chance to tell your personal story and explain exactly why you are picking up a hammer. A strong page typically includes a compelling "why," specific impact statements, and a clear call to action.

1. The Personal "Why" (Example Scripts)

- For the First-Timer: "I've always wanted to learn more about construction, but more importantly, I want to use those new skills to help a local family. I'm trading my desk for a tool belt to help build a safe, affordable home from the ground up."
- Focus on Empowerment: "Did you know that over 70% of Habitat homeowners in our area are women? I am building because I believe every woman deserves the strength and stability that comes with owning her own home."
- Community Connection: "As a lifelong resident of Cumberland County, I've seen how rising costs are pushing families out. I'm joining Women Build to take action and ensure our neighbors can stay and thrive in the community we love."

2. Tangible Impact Statements

Breaking down what specific dollar amounts buy can make donors feel more connected to the project:

- \$25: Helps buy a box of structural nails to keep the frame strong.
- \$50: Helps provide a gallon of interior paint to make a house feel like a home.
- \$100: Helps fund a low-flow faucet to keep long-term utility bills affordable for the family.
- \$250: Helps cover the cost of a front door—the literal threshold to a new life.

3. The Call to Action (CTA)

End with a direct invitation that emphasizes the partnership:

- "Will you stand with me to build a foundation for a local family? Every donation—no matter the size—gets us one step closer to raising the walls on **[Date]!**"
- "If you can't donate, please share my page with your network. Spreading the word is just as powerful as picking up a hammer!"

Success Checklist for Your Page

- Use a Real Photo: A photo of you (even better if you're in a hard hat!) builds trust and connection.
- Mention "Sweat Equity": Remind donors that Habitat is a "hand up, not a handout"—homeowners contribute hundreds of hours of work and pay an affordable mortgage.
- Update Your Progress: Post a quick note when you hit 50% or 90% of your goal to create urgency.

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.

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.

We are here to help!

CONTACT US

Women
BUILD

We can't wait
to see you
in action!



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