



**Habitat for Humanity®**

Greater Portland

**SOCIAL MEDIA  
GUIDE**

**Women BUILD**

**2026**





Habitat for Humanity®

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# women build social media examples and tips

**We all know social media is an effective tool to recruit team members and inspire donors to support your Women Build goals.**

**Here's some best practices and templates to get the most out of your efforts to support your Women Build campaign!**

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Below are resources to help inform your followers about the Women Build mission, why the mission is important, and how to donate. By utilizing our pre-made graphics and captions, you can get the word out quickly, but we do want these posts to be your own!

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

Posts with photos or videos are viewed more often thanks to social platform algorithms, so don't forget a graphic. Post often and across multiple platforms—not everyone always sees everything you post every time—and remember, the sooner you start spreading the word, the more successful you will be.



## SOCIAL POST CAPTION IDEAS

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

- Homeownership is not only a powerful wealth-generating tool, but it also improves health, educational, and social outcomes for homeowners and their households. Unfortunately, women face disproportionate barriers to homeownership access due to lower incomes, uneven care responsibilities, and mortgage denials and rates.

Join me in breaking down the gendered barriers to homeownership by ***[either joining my fundraising team or donating to my fundraising page]*** in support of @habitatgreaterportland's annual Women Build: ***[link to fundraising page]***

- Women have a harder time accessing homeownership because of lower income, uneven care responsibilities, and mortgage denials and rates.

Join me in breaking down the gendered barriers to homeownership ***[either joining my fundraising team or donating to my fundraising page]*** in support of @habitatgreaterportland's Women Build: ***[link to fundraising page]***

## SOCIAL MEDIA GRAPHICS

Use our pre-designed post graphics alongside any of our suggested captions, or use them for your own fundraising promotion and updates.





## SOCIAL POST CAPTION IDEAS

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

- 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 have a harder time accessing homeownership, they have less access to these financial opportunities compared to men.

Help more women access the financial benefits that homeownership can provide by **[either joining my fundraising team or donating to my fundraising page]** in support of @habitatgreaterportland's Women Build: **[link to fundraising page]**

- Help provide women homebuyers the security, stability, and equality that comes from safe and affordable homeownership. Join me and other inspiring women from across Greater Portland **[on my fundraising team or by donating to my fundraising page]** for @habitatgreaterportland's Women Build to break down gendered barriers to homeownership: **[link to fundraising page]**

## SOCIAL MEDIA GRAPHICS

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## SOCIAL POST CAPTION IDEAS

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For Threads, Bluesky, X (Twitter), or photo captions on Facebook, use condensed, to-the-point statements about Women Build. ***Customize as applicable.***

- If you'd like to help more Greater Portland women become owners of stable, affordable, and quality homes, ***[join my fundraising team or donate to my fundraising page]*** in support of @habitatgreaterportland's Women Build: ***[link to fundraising page]***
- Interested in helping Greater Portland women provide opportunity-filled futures for their children through stable homeownership? ***[Join my fundraising team or donate to my fundraising page)*** in support of @habitatgreaterportland's Women Build: ***[link to fundraising page]***
- Be a part of helping women grow our wealth, financial security, and independence. Join us for this year's @habitatgreaterportland's Women Build to help our fellow women reach these goals through homeownership: ***[link to fundraising page]***

## SHORT-TERM POSTS: STORIES

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Instagram (IG) and Facebook Stories allow you to share temporary content on social media. These photo and/or video posts are often more interactive than a static post and provide another avenue for content interaction and viewing. What's more? Since Stories disappear within 24 hours, you can post as often as you like without overloading your personal profile feed. See below for some tips and tricks.

- Start a Story and add text, stickers, and photos to make it super engaging. For example:
  - Add text to share why you Women Build (see provided graphics)
  - Share your fundraising updates or goals for the day/week/month. Tag a teammate to share or tag friends to help reach your goal.
  - Take before and after pictures on your build day and ***upload them to your story*** to share all your hard work with your followers.
  - Post multiple stories in a row that lay out a theme or share relevant data to create a series.
- ***Share an IG post*** onto your story to increase post exposure.
- Post multiple times on Stories throughout your build day, so your followers can see your progress on the build site.

# SOCIAL MEDIA EXAMPLES



## DON'T FORGET TO:

### Facebook

An example of a Facebook caption would be:

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

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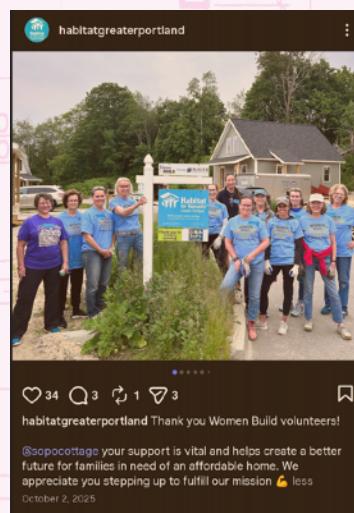


### Instagram

An example of an 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: ([fundraising link](#)) #womenbuild2026





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# SOCIAL MEDIA IMAGES

**Create your own or use some of the following images to support your social media campaign.** Add a caption about why you feel women build is important or why you are involved to personalize your posts.

**Join the movement today.  
Women Build 2026**



# Challenge stereotypes. Women Build 2026



# Promote Women. Women Build 2026



# Break down barriers. Women Build 2026



# Lead, Learn, Support. Women Build 2026



# Harness the power. Women Build 2026



# Women empowering women. Women Build 2026



# Create a team. Create hope. Women Build 2026



We can do it.  
Women Build 2026



**Together, we'll break the bias**  
**Women Build 2026**





2026  
women  
build

why I  
women  
build

 **Habitat for Humanity®**  
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2026  
women  
build

why I  
women  
build



2026  
women  
build

# Fundraising update



# 2026 women build





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## 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 crisis 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.**

