



Fundraising Toolkit for Participants

Thank you for joining Women Build 2020! We are thrilled to have you on board to help us raise funds for a home and build for a day. Your support helps our neighbors achieve strength, stability and self-reliance through shelter *and* empower women on the construction site. This toolkit contains many exciting tips and tricks to increase your impact and fundraising efforts. Your engagement in fundraising and participation in our Women Build event will make a big difference in the lives of those in our community, including our own.

The earlier you get started, the better!



Event Details

WHAT IS WOMEN BUILD 2020?

Habitat for Humanity of the Mississippi Gulf Coast will be hosting our annual Women Build fundraiser beginning March 2020. The months of March through August will be dedicated to empowering women on the construction site while raising funds for our mission on the Coast. Women of the Mississippi Gulf Coast will have the opportunity to grab their hammers and volunteer along with more than 17,000 women across the country who are expected to volunteer at other local Habitat construction sites to help create a world where everyone has a decent and affordable place to call home.

OUR MISSION

As you may know, Habitat for Humanity of the Mississippi Gulf Coast's mission is "Opportunity Transforms. Empower People".

Habitat for Humanity of the Mississippi Gulf Coast believes that when hardworking people in our community are provided with an opportunity, such as home ownership, it empowers them to transform not only their own lives, but the lives of their offspring. This transformation has a ripple effect for not only the next generation in their family, but also their community.

Since 2015, the annual Women Build has raised more than \$468,000 to build 6 new houses along the Mississippi Gulf Coast.

Your donation goes directly toward the costs of building a home on the Coast.

Since 2007 Habitat MS Gulf Coast has built or repaired over 1,300 homes and provided more than 2,200 individuals with financial counseling with more than 6,800 hours of financial education.



<https://give.classy.org/HabitatWB2020>

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EVENT FAQS

Who can participate?	Anyone 16 and older can participate. Minors 16 and 17 years of age need to have a special waiver signed by their parent or guardian.
Do I need to have construction experience?	Not at all! Our Site Supervisors will train and guide you through any task. They are accustomed to working with volunteers of all experience levels.
What is the fundraising minimum?	\$2,500 for each team. Teams can have 1-7 people.
How many team slots are there?	60+
What is the fundraising deadline?	March 1, 2020
What should I wear on site?	Dress Code is common sense. Sneakers, comfortable clothing, no jewelry.
What do I need to bring?	Habitat provides all tools and equipment needed for the build day. If you have gloves or gear that you feel more comfortable wearing you are welcome to do so. We also provide water on site. We do not provide lunch. You may leave for lunch, bring your lunch or have someone deliver it to you on site. You will have an hour for your lunch break.

GETTING STARTED

Fundraising Made Easy!

Maximize your impact and invite your community to join your efforts.

- **Step 1-** Sign up!
 - a. Visit our Women Build event page at <https://give.classy.org/HabitatWB2020>.
 - b. The Team Leader will create a page for your team.
 - c. The Team Members will then join their team and register themselves.

- **Step 2-** Ask!

The number one reason that people give is because they are asked. Don't be shy about telling everyone you know that you are participating in Women Build. Don't forget to go to places where you spend money like your hair salon, favorite restaurant, or your gym.

Beat the Average

Use this fun and easy plan to raise more than your fundraising goal in only 6 weeks:

When?	Who To Ask?	Watch Your Total Grow!
Week 1	Use your online personal page to sponsor yourself	\$200
Week 2	Ask 6 Family Members/Friends for \$25 each	\$150
Week 3	Ask 6 Co-workers for \$25 each	\$150
Week 4	Get 4 businesses you frequent to sponsor you for \$100 each	\$400
Week 5	Ask your Boss to support your efforts	\$250
Week 6	Ask 6 more Family Members/Friends for \$25 each	\$150
Your 6-Week Grand Total		\$1,300



Step 3 - Follow Up!

Always follow up! Many people will need more than one request to donate and most will appreciate the reminder. Include fun facts and an update on how close you are to reaching your goal.

Send a thank you letter, note, or message to your donors. For your sponsors, consider including a picture of you from the event so they remember you next year.

- **Step 4 - Reach your goal? Keep going!**

Habitat for Humanity of the Mississippi Gulf Coast does so much more than build homes. We provide financial education free to the general public as well as one on one coaching. We also participate in a Weatherization and a Home Repair program. Your support helps us help more people in our community build strength, stability and self-reliance.

Know your Facts!

Make sure you're able to talk about our mission in terms of how the funds you ask for will make a difference. People give because they are asked, because they care, and because the person that is asking is passionate about the cause.

- **Step 5 - Have Fun!**

You've worked extremely hard to reach or surpass your goal. Building on site will be hot, sweaty and tiring, but you will have a great time and may learn a few things! Remember to post a photo after your event to your social media accounts to show your supporters that you did it!



HOW TO REACH YOUR GOAL

You've joined a Women Build team, now what?

Start fundraising today! Before you know it, you will have your goal raised!

Best Practices

1. Start Early!

- a. Although it may seem like you have all the time in the world to fundraise, this event will be here sooner than you think! The sooner you start fundraising, the more money you will raise and the sooner you will reach your goal.
- b. Remember, the deadline to raise your funds is March 1st. Teams must reach their team goal prior to their build date, so the sooner you can start fundraising the better!

2. Create an Email Schedule!

- a. It is easy to be super keen when you start your fundraising journey, but lose steam a couple weeks in.
- b. To make sure you are reaching out to your potential donors consistently, create an email schedule, with specific dates and diverse content.
- c. This ensures that you will be switching up your messaging, so your potential donors are not receiving the same ask repeatedly. Keep it interesting.
- d. Suggested topics for your emails:
 - i. Tell your prospects about our mission. This keeps your potential donors updated on WHY you are doing this and how it is helping.
 - ii. Include updates on where you are in the fundraising process and how much more you need to reach your goal.
 - iii. Include pictures and videos from past years' Women Build events.

3. Get Help from Your Support System!

- a. If your friends and colleagues are not able to donate, that's OK! There are lots of things they can do to help you reach your goal:
 - i. Ask them to share your personal fundraising page on their social media forums
 - ii. Provide them with "info cards" about the event that include your fundraising website and ask that they distribute it to their network.
 - iii. Ask them to reach out to the people in their lives that may have a connection to the mission and would consider donating.



4. Make a Video!

- a. Make a video detailing what you are doing and why you are doing it.
- b. Most viewers will watch a video before they will read a post.
- c. It is easier to communicate the mission when you are speaking about it – the video makes it more personal.

5. Use Your Community Connections!

- a. Get something donated from a business in your community (gift certificate, swag bag, service, etc.)
- b. Create a raise-a-thon week!
- c. In your email and on social media use wording like this:
“Everyone who donates to me this week, will go in a drawing to win ____”
- d. At the end of the week, get someone to take a video of you drawing a name, and post it! That person wins something, and you’ve made some extra money!

Add the event logo to your e-mail signature. You can also include a hyper-link to your personal fundraising website and encourage everyone to visit it and support your efforts.

Fundraising Inspiration

- Packages based on cost for sections of the home:
 - Landscaping Package - \$1,500
 - Porch Package - \$1,000
 - Light Package - \$500
 - Doorknob Package - \$250
- Corporate matching
 - Many companies will match charitable contributions their employees make. See if your company will match your donations or the total funds you raise. If they only match employee giving, get as many of your co-workers to give as possible.
- Corporate donations
 - Don’t forget you can ask area businesses to support you
- Office campaigns
 - Send your vendors letters asking them to donate to your fundraiser. You can include that you spent X amount with them in 2018 and hoped they could donate Y% of that.
 - Bake sale – sell cookies at your desk
 - T-shirt/Jean days – allow employees to wear t-shirts/jeans/hats/etc. to work in exchange for a donation
 - Sell t-shirts supporting your team



- BBQ fundraiser (charge for lunch or ask for donations)
- Baskets – keep a donation plate on your desk or in a common area
- Challenge: Compete with one of your fellow team members to see who can raise the most. Make the stakes public and drum up support for this friendly competition. For execs, challenge other departments or challenge an exec from another company!
- Utilize your special set of skills. Do you have a hobby or make crafty things? Sell your wares!

FUNDRAISERS

Fundraisers are really just excuses to have a party! Think of something that you and your friends and/or family like to do and make that a benefit to help you reach your Women Build goal.

Key Elements for hosting events:

Start planning early

- Promote your event.
- Use social media and e-vites to spread the word quickly and cheaply.
- Be sure to send out reminders as your event approaches.
- Tell each guest to bring another friend or two.
- Decide if you'll be charging a flat rate or simply asking for a suggested donation.
- Include a silent auction or raffle to increase donations at your event.
- Pass around a jar at the event and ask people to donate their change.

Don't know what to plan?

We've included some great ideas for you below. Not everything on this list will appeal to you. Pick something that sounds like fun and start planning! If you need help on how to plan a great fundraiser, let us know. We are here to help!

- Babysitting by Donation
- Bachelor/Bachelorette Auction
- Bake Sale
- BBQ Cook Off
- Clothing Swap Night
- Be a Designated Driver- Ask for donations

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- Benefit Concert Bingo Night
- Board Game Tournament
- Bowling Tournament
- Car Wash
- Chili/Spaghetti Cook Off
- Craft Show
- Dinner Party
- Dodgeball Tournament
- Dog Wash
- Garage Sale
- Holiday Bizarre
- Karaoke Night
- Kick Ball Tournament
- Movie Night
- Pancake Breakfast
- Pet Sitting
- Pizza Party
- Poker Tournament
- Raffle
- Scrapbook Party
- Sell Something on eBay
- Silent Auction
- Snack Basket at Work
- Softball Tournament
- Trivia Party
- Volleyball Tournament
- Wine & Cheese Party

Hats, Hope & Habitat



What: \$1 to wear a hat

When: Friday, December 14th

Students and teachers can wear a hat to school by donating \$1 to the Habitat for Humanity on December 14th!

Turn in donations to your office personnel or school contact!

Habitat will have teams working on the "Women Build House" March 19th - May 18th, 2019. Teams of seven women (and men) will be raising \$2,500 towards purchasing materials on the Women Build house.




Buy a shirt & help me build a home!



Every dollar goes towards purchasing the materials for the 2018 Women Build home. Sale ends May 31st!

Order Online Today!

hfmgc.com/give/women-build-shirt-sale/



Lee Tracy Gives Back to Habitat for Humanity



\$15 Lee Tracy Gift Certificate

For Friends of Habitat for Humanity

Lee Tracy is celebrating 40 years of dressing the generations of women on the Gulf Coast. To celebrate this landmark year, a new program is being launched to build our efforts to give back to the community that has been so loyal throughout the years. Lee Tracy is happy to partner with Habitat for Humanity for our inaugural "Give Back Gulf Coast" project. The included gift card is yours to spend anyway you like in our Ocean Springs location. Lee Tracy will give 10% of all purchases made by friends of Habitat for Humanity, to the May Home build in Jackson County. Simply present this at check out to activate.

Offer valid March 1 - April 15th

Jerigan Chiropractic Clinic &



RAFFLE FUNDRAISER

\$5 EACH OR 5 FOR \$20

Date Night Basket

- Dipper for two @ Half Shell Oyster House
- 2 tickets to a Biloxi Stuckers game
- Bottle of wine & a set of wine glasses
- Gourmet Dark Chocolates



Girls Day Basket

- Lunch for two @ Nezaty's Cafe
- Nails for two @ Lola Vie Nail Salon
- Rodary & Fields mini facials-donated by Lissey O'Keefe
- Bottle of wine & a set of wine glasses

NEZATY'S CAFE



RODAN+FIELDS

Parapour Gift Basket

- Skin Care Aesthetic Center HydroFacial
- Obagi foaming gel & toner and MDsolarscienceSPF donated by Skin Care Aesthetic Center
- Massage Gift Certificate @ Jerigan Chiropractic Massage
- Bath Bombs donated by The Paper Moon



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FUNDRAISING WORKSHEET

Use this form to make a list of all possible donors for your fundraising effort. Once you have listed everyone you can think of and assigned an “ask” amount to each one, start fundraising and keep track!

Donor Name	Relationship to Me	Ask Amount	Received?
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			
16.			
17.			
18.			
19.			
20.			

Fundraising Letter Template:

I am so excited to be a part of Habitat Mississippi Gulf Coast's Women Build 2020!

Habitat for Humanity of the Mississippi Gulf Coast will be hosting their annual Women Build fundraiser and will be building the Women Build home from March to August 2020. These months will be dedicated to empowering women on the construction site while raising funds towards their mission on the Coast. We get to help build the home! This event will bring together Mississippi Gulf Coast area women as they grab their hammers and volunteer along with more than 17,000 women from across the country who are expected to volunteer at Habitat construction sites. Women Build's mission is to help create a world where everyone has a decent and affordable place to call home.

Since 2007 Habitat MS Gulf Coast has built or repaired over 1,300 homes and provided more than 2,200 individuals with financial counseling with more than 6,800 hours of financial education.

I am going to be getting out on the construction site and swinging a hammer, but first I need to reach my goal!

Will you help me make a difference?

Make a tax-deductible donation today to my campaign today and help me reach my goal!

You can donate through my online page here:

insert your classy fundraising page here

You can mail a check payable to Habitat for Humanity to:

2214 34th Street
Gulfport, MS 39501.

Or you can give me cash and I'll turn it in for you!

You can learn more about Women Build on their website here:

<https://hfhmgc.com/blog/women-build/>

You can learn more about Habitat MS Gulf Coast and what they are all about here:

www.hfhmgc.org

You can keep up with the latest that Habitat MS Gulf Coast is up to on their Facebook page here:

www.facebook.com/hfhmgc

Every little bit helps build strength, stability and self-reliance in our community!

Thank you for your support!

Sincerely,

(Your Name Here)

<https://give.classy.org/HabitatWB2020>

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Reminder Letter Template:

Hello Family and Friends,

Thank you so much to everyone that has already donated. I wanted to send you an update and let you know how fundraising for this year's Women Build event is progressing. When I reach my goal, I will join a team at the construction site and help work on the Women Build house!

I am committed to raising awareness for Habitat for Humanity of the MS Gulf Coast whose mission is to help our neighbors achieve strength, stability and self-reliance through home ownership. I am asking for your support to get to my goal of [redacted]. Thus far, I have raised [redacted].

How can you help?

By making a 100% tax deductible donation to my website here:

(insert your website)

You may also send checks or money orders made out to:
Habitat for Humanity MS Gulf Coast
2214 34th Street
Gulfport, MS 39501

or online at <https://give.classy.org/HabitatWB2020>

Please help me support the great work of Habitat MS Gulf Coast.

If you have already donated, thank you. Please feel free to pass this email along.

Thank you for supporting me and Habitat MS Gulf Coast.

Sincerely,

(Your name here)

