Habitat for Humanity of Elkhart County Women Build 2017: Fundraising Packet

Thank you for participating in Women Build 2017! Women Build is a special event that celebrates the strength of women while building homes and communities. This packet is a quick guide on how to raise the funds for your Women Build experience. To participate in this event, there is a minimum donation of \$1.00 for each year old you are, but we encourage you to raise as much as possible. These funds help keep Habitat for Humanity of Elkhart County building homes, community and hope throughout the county.

Fundraising Ideas

So you're going to start fundraising, but where do you start? Here are some suggestions on how you can ask friends and family for help:

- **The Power of Ten**: Ask 10 friends to donate \$10. Then ask those ten friends to ask ten friends to donate, and so on. Before you know it, you'll have more than enough!
- **Speak up!** At work, family gathering, night out, book club and church, talk up Women Build. Tell people about your commitment and ask them for a pledge. This is also a great way to get more women involved. Ask if your employer will match your donation.
- **Share on social media**: Share your participation with your networks. Give updates to know how much money you've raised and how much more you need.

@Habitatec2, @habitat_org, #WomenBuild Facebook: www.facebook.com/Habitatec2

Twitter: @Habitatec

- **Host a brunch/lunch/dinner**: Invite friends to come and dine and ask for a minimum donation to attend. During the night, speak about your involvement and why Women Build is so important to our community.
- **Mother's Day Gift:** Give to Women Build in honor of the most important women in your life!
- **Utilize online fundraising:** Set up a GoFundMe , YouCaring, etc., for HFHEC Women Build.

Fundraising Letter Template

Here is a sample email/letter for your Women Build fundraising. Fill in the brackets with personal information, add a custom note and/or tell a story to customize the letter for your fundraising.

Dear [XXX],

Happy Spring! This year I am participating in Women Build, a Habitat for Humanity event that focuses on women helping women. During the National Women Build in May, I'll be volunteering with dozens of women from across my community to build an affordable home for a low income family. Together we will transform our neighborhood and empower women to become involved in construction and community service.

My goal is to raise \$[XXX].

Did you know that in the United States 1 in 6 children are living in poverty? Some of those children are living right here in Elkhart County. Through Women Build, we are putting tools into women's hands to help our community fight poverty. Please join my efforts by donating to my Women Build campaign! Checks can be made out to Habitat for Humanity Elkhart County.

I greatly appreciate your support!

Helpful Fundraising Facts

Habitat for Humanity Mission Statement:

Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.

Quick Habitat for Humanity Facts:

- Habitat for Humanity was founded in 1976 in Americus, Georgia.
- There are more than 1,400 affiliates in the United States and its territories and in more than 70 countries around the world.
- Habitat has three main criteria for selecting homeowners:
 - Need for adequate shelter
 - Ability to pay the mortgage
 - Willingness to partner
- Since 1976, Habitat has helped 9.8 million people meet their affordable housing needs.
- Habitat offers a hand up, not a hand out.

Women Build Mission Statement:

The mission of the Women Build department of Habitat for Humanity International is to nurture, recruit and train women to build simple, decent, healthy and affordable houses.

Helpful language when talking about Women Build:

- Women Build is not about excluding men; it's about including women.
- The Women Build program empowers women to build Habitat for Humanity homes, enabling them to positively impact the lives of children by making homeownership a present reality for families.
- When women come together in a supportive environment, they feel a tremendous sense of accomplishment and increased self-esteem.
- Women possess all that's needed to affect dramatic change in their communities. Through Women Build, we can train and equip women to work more effectively, helping Habitat increase its capacity and serve more families.
- During 2016, more than 17,000 women volunteered at one of 300 host sites.

For more information about Women Build visit:

www.habitatec.com/events/women-build-2017

For questions and sponsorship information, please contact:

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