



Windy City

Habitat for Humanity®

WOMEN BUILD

2015

TEAM LEADER WELCOME PACKET

Event Overview

WOMEN BUILD 2015



300

WOMEN

5

DAYS

1

FAMILY

Tuesday, July 14th - Saturday, July 18th

119th & S Union Ave | Chicago, IL 60628

Your Build Day

7:30 am - 3 pm

7:30am	Arrival on site
8:00am	Welcome and Safety Orientation Partner Family and Celebrity Introductions
8:30am	Work begins
11:15am	Group photo
11:30am	Complimentary Lunch - Provided on Site
12:30pm	Work resumes
2:30pm	Clean up
2:45pm	Wrap-up and Fundraising Prizes
3:00pm	Volunteer Departure

****We will build rain or shine. In the event of extreme weather, we will communicate any plan changes with all team leaders via email.**

What to bring

Get ready to get dirty! We recommend wearing pants no shorter than your knees, that you don't mind getting dirty while you're on the build site. Please wear close-toed/durable shoes, such as gym shoes. Avoid wearing any dangly or important jewelry and secure long hair. All participants will be given a Women Build 2015 t-shirt the morning of their build, please come ready to put that on! Other things you may want to bring include:

- Work gloves (if you have them)
- A hat or sunglasses
- Layers as necessary
- Sunscreen, chapstick, etc.
- A reusable water bottle
- No tools necessary – all work materials are provided on site

Parking

Free parking is available along S. Union between 119th and 120th Streets or on 120th St.

Important Dates & Deadlines

April 1: Public signups open up on chicagowomenbuild.org

April 30: Team Recruitment check-in

May 22: Team Recruited

June 10: Team fundraising check-in

July 1: Fundraising deadline for minimum participation amount (\$250) and to qualify for incentives*

July 13: Fundraising deadline for top fundraising team contest

July 14-18: Women Build!

*Participants may continue fundraising past this date to compete for the top team prize and to help fund the home but will not qualify for larger individual incentives (we need time to order them!).

Recruiting Your Team

Each team will have 12 participants. As a team leader, we ask for your help to recruit team members. All women are invited! The minimum age to participate is 16 (with a 2:1 youth to adult chaperone ratio). Think of women you know who might be a good fit for the event - this can mean that their profession or interests align with Habitat's mission; or, it could be someone who you think would connect with the woman-focused mission of the event and is excited about the idea of helping and empowering fellow women. Think beyond your best friends! Women Build appeals to many women and with a little brainstorming, you will probably come up with a big list of women to ask.

We suggest taking a few minutes to do a network mapping exercise that may help generate some less obvious possibilities.

- Start with your major life categories
 - (e.g. Work, hobbies, family, education, etc.)
- Branch out to what makes up each of those categories
 - (e.g. Family=church, daycare, sports teams, etc.)
- Start filling in who you know in each of those areas
 - (e.g. Church= Mother Wendy, Nancy and Jim, etc.)

Possible Team Members

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Team Logistics

As a team leader, team members should feel comfortable turning to you for questions about signing up, fundraising and the build day. Here are some common questions that have come up among team leaders in the past.

How Do I Sign Up?

Team member sign up is simple and fast! To sign up, participants should visit chicagowomenbuild.org and click the blue “Register” button along the top of the page. This will direct them to the “Teams” page.

Interested participants will all of the teams listed, along with the name of the appropriate Team Leader. They will have the option to “Donate” or “Join”.

Team Name	Team Captain	Spots Remaining	Raised	Get Involved
6/18 W - Team 1	Janine Moore	0	\$1,915.00	Donate
6/18 W - Team Capital One	Lauren Ferry	0	\$5,000.00	Donate
6/18 W - Team Wells Fargo	Shea Brown	0	\$5,000.00	Donate
6/19 Th - Team 4	Shanika Williams	0	\$1,840.00	Donate
6/19 Th - Team Bibs to Backpacks	Stephanie Salazar	0	\$4,847.71	Donate
6/19 Th - Team Maggiano's	Ann Marie Shifo	0	\$3,575.00	Donate
6/20 F - Jerusalem Pilgrims	Kristy Fercho	0	\$4,100.00	Donate
6/20 F - The Team Builders	Kyrsten Lemke	0	\$3,590.00	Donate
6/20 F - Team Naperville Build	Kim Smith	0	\$4,300.00	Donate
6/21 Sa - Team 10	Yvette Bickcom	0	\$2,396.00	Donate
6/21 Sa - Team Kay Meyers	Kay Meyers	0	\$3,230.00	Donate
6/21 Sa - Team SOM	Catherine Budzinski	0	\$5,000.00	Donate
TEST	Elizabeth Walker	9	\$0.00	Donate or Join

Interested Women Builders will click “join” to become a part of your team. They will then be prompted to fill out a simple registration form.

Once they complete the form, your new team member will be able to customize her fundraising page and begin raising money towards her \$250 goal! (More information regarding the fundraising website can be found on pages 11-12.)

What to do if...

I have too many team members?

What a great problem to have! If you've recruited more than 12 women for your team, have them check the availability for another team on your build day. If there is another team open, they can join that team and still be a part of the same day during the event. If there are no more open slots on your build day, encourage your interested team member to join a team on another day! The event will still be a blast and a great experience regardless who you build with.

I don't have enough team members?

That's okay! Do your best to recruit a good team, but you don't have to fill your entire team. Open spots can be filled with overflow from other teams, or from individuals who join the event on their own. We will work with you to make sure you have a full team come your build day!

I can no longer be a team leader?

We hope this doesn't happen but if you've already formed your team, consider asking someone on your team to take your place. If a circumstance occurs that prevents you from fulfilling your role as team leader, please let us know as soon as possible.

I am sick on my build day?

Please let us know as soon as you can as participating numbers affect our construction planning.

Team Communications

An important part of being a team leader is communicating with your team—you're the team captain and cheerleader!

Be sure you introduce yourself to builders who have signed up on your team that you may not know. Send encouraging reminders along the way to make sure people are still planning to build and are actively engaged, these frequent check-ins help keep each team member on track for success. You can send these emails via the Women Build website or your personal email account. Offer to help builders in their fundraising and ensure they know how to use the fundraising email templates on the fundraising website.

When	What
When a new team member joins	Welcome her to the team!
When your team is full	Send out a team email welcoming everyone to the team and set clear goals for participation and fundraising
May 14-18 (two months from your build date)	Send a "60 days to go" note with encouragement
First week of June	Send a reminder to anyone who hasn't started fundraising. Don't forget: the minimum to participate is \$250
June 14-18 (1 month from your build date)	Send a "30 days to go" note with encouragement
Last week of June	Encourage all team members to meet the \$250 fundraising minimum by July 1 with a reminder of which incentive they might qualify for
First week of July	Organize carpools as needed; double check that everyone understand where to go and when to arrive (7:30)
Second week of July	Cheer on your team as they wrap up their fundraising efforts; get them excited for your build day!
After your build	Thank your team for their hard work - both leading up to the event and on the day of the event
Fall 2015	When Habitat has set the date, rally your team to attend the home dedication ceremony and welcome the Spencers home!

Setting Team Expectations

We're thrilled to have so many women be a part of Women Build this year! With a big number of individuals on site, we can't always promise you will be working on each task with members from your team. Construction tasks don't easily break into groups of 12, please come to site willing and open to the idea of working with women from other teams.

Fundraising

A crucial part of Women Build is funding the home for Ms. Spencer and her four children. We cannot do that without the support of all of our Women Builders! The funds we raise ensure the Spencer family has a safe and decent home to live in long after Women Build 2015 ends. As team leaders, we will look to you to encourage your team members to reach their minimum fundraising goal of \$250.

Every Woman Builder must fundraise at minimum of \$250 to participate in her build day!

There are many tools available on chicagowomenbuild.org that make fundraising enjoyable and simple. The fundraising website allows you to send emails directly from the site using templates created the Habitat staff, as well as post directly to your social media so your friends and family can donate to your page using the link you share. Please refer to the Quick Reference Guide starting on page 11 for tips and tricks on using the website.

Submitting Donations

Online: All donations should go through your personal or team page at chicagowomenbuild.org

Offline: If you receive checks or your donors prefer not give online, please mail to*:

Windy City Habitat for Humanity
Attn: Liz Avants/Women Build
2201 S. Halsted St. Ste. 1251
Chicago, IL 60608

*Be sure to write your name in the memo line or on a note so we can credit your online page with the donation amount.

Our Goals

Below are the overall fundraising goals for Women Build 2015. Keep these goals in mind as you encourage your team to keep their fundraising efforts strong. We raise these funds not only to build a home for Ms. Spencer, but to give her a hand in realizing her long-time dream of homeownership!

Individual Fundraising Minimum: \$250

Overall Team Fundraising Goal: \$4,000

Overall Women Build 2015 Goal: \$150,000

Getting Started With Fundraising

There are endless ways to meet your individual and team goals when it comes to fundraising. Here are three tips to get you started:

Ask!

We've talked to many people who say, "I'm not the asking type." We get it! It's not always easy at first – but you should give it a shot anyway! Just remember: people give because they are asked, people love supporting people they know, and when you ask, you are advocating for families like the Spencers, who are ready to start building a better life but could not do it without your sweat and support. We think you'll be surprised by the support you get simply by asking for it.

Use tools on chicagowomenbuild.org!

Did you know that once you register for the build online, you create your own personal fundraising page? You can direct friends and family directly to your personal page by sharing your URL and/or by using the built in email tools in your HQ. You can also link your page to social media through your HQ. But most importantly, you can write why you're building and upload pictures and post videos to **show why you care!** The tools work and utilizing your fundraising page when you ask for support is absolutely the best way to meet your goal.

Make it Specific!

Consider personalizing the ask. For example, "Mom, will you help me help a Habitat family by donating \$30 to my goal?" This will help the person you're asking know exactly what you're asking for.

Getting Creative with Fundraising

Looking to do a little more? Try some of these ideas or come up with your own:

1. Utilize matching gift programs (remember, this can take a while, so start early)
2. Have a “jeans day” at your office (anyone wearing jeans donates a few dollars)
3. Work with a local restaurant to donate a portion of sales a few nights – get your whole team to participate
4. Make a quick video of your request and post to your social media channels
5. Celebrate your donors publically (e.g. a social media “thanks”) to not only show due appreciation but also to encourage others to follow your donor’s example

What else can you do?

1. _____
2. _____
3. _____
4. _____
5. _____

Fundraising Incentives

Who will be the top fundraiser? That's up to you! Earn an additional prize as you climb your way to the top of the Women Build 2015 fundraisers. Depending on how much you raise, you can earn **one** of the token items listed below. In addition to individual incentives, the top fundraising team will earn a special prize the week of Women Build! Get ready for a friendly competition!

Participation
t-shirt, lunch, & feel-good fun! **250**

Women Build 2015 Picture Frame **350 - 499**

Custom Habitat for Humanity Umbrella **500 - 749**

Custom Habitat for Humanity Folding Chair **750 - 999**

Women Build 2015 Tool Kit **1,000 - 1,499**

Women Build 2015 Zip Up Fleece Jacket **1,500 - 1,999**

A night or day out at an envy-worthy restaurant or spa **2,000 & UP**

Top Team Prize

Awarded to the top overall fundraising team during the week of Women Build!

chicagowomenbuild.org

Quick Reference Guide

Getting Started

Step 1: Login: <https://womenbuild.habitatchicago.org/Headquarters>.

Step 2: Customize your page. Use the task pane on the right side of the web page to personalize your page. Your custom URL is the link name you will send with your fundraising emails or post on your social pages: <https://womenbuild.habitatchicago.org/Kyrsten>.

Add a photo of yourself, write a personal message. Just make your page YOU. Go crazy!

When you are finished don't forget to view your handiwork. You can go back and edit the page as often as you like.

My Progress
55%

For an Effective Campaign You Should:

- Create Custom URL
- ✓ Update Your Personal Image
- ✓ RSVP for 2015 Windy City Habitat Women Build
- ✓ Create or Join a Team
- ✓ Update Account Details
- ✓ Personalize Your Page
- ✓ Update Your Goal
- Donate to Your Team Goal
- Connect to Your Social Networks
- Send a Fundraising Email
- Post a Message to a Social Friend

Hi, Kyrsten
Lemke

Edit Account Details

View My Page

View Team Page

These links are under your name in the top left corner.

Step 3: Update your goal and start the fundraising! Don't be shy - this is your opportunity to jump start your campaign. Remember: **\$250** is the minimum to be allowed to build. It's actually pretty easy to do, and you might be surprised at how far you can go. Our top fundraiser last year raised \$3,500!

Step 4: Invite your friends, family and coworkers to participate.

Do you twitter? These links makes connecting with Facebook, LinkedIn and Twitter easy. Don't overlook the power of social media.

Step 5: Send an email (or many, often!)

Import contacts from another email system or manually add your addresses to begin sending emails. The tool walks you through the process and offers message templates to get you started. Each recipient receives a personal message. Add a link to your page and half your work is done!

Promote Email Team Builders That Haven't Raised Email Entire Team Email All My Donors

Add from Contact Book

Add Friends Manually:

kyrsten@earthlink.net Hey, Chrissiel Add Email

Template: None - Type Own

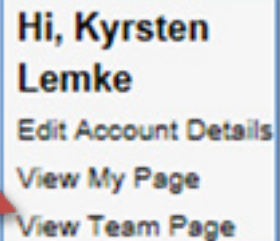
Note: please review and edit the email before sending.

chicagowomenbuild.org

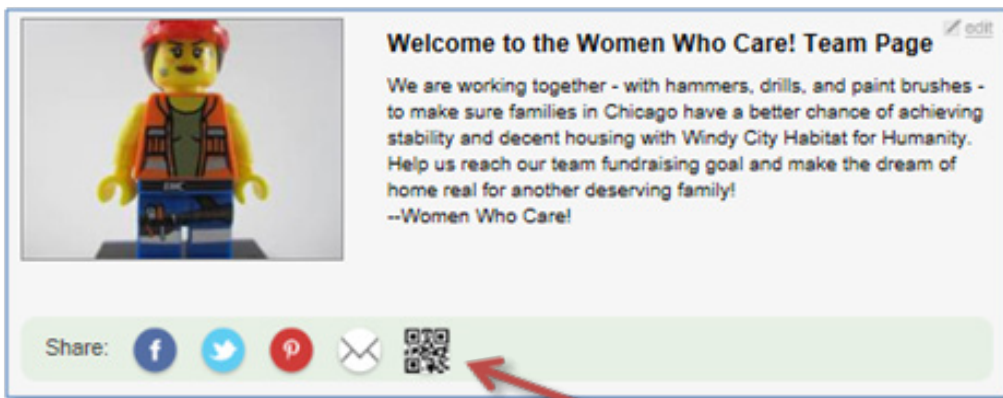
Quick Reference Guide

Using Your Team Page

Step 1: Access your Team Page. Use the link on your own page in the upper left corner to access your team's page.








Hi, Kyrsten
Lemke
Edit Account Details
View My Page
View Team Page



Welcome to the Women Who Care! Team Page edit

We are working together - with hammers, drills, and paint brushes - to make sure families in Chicago have a better chance of achieving stability and decent housing with Windy City Habitat for Humanity. Help us reach our team fundraising goal and make the dream of home real for another deserving family!
--Women Who Care!

Share:     

Step 2: Customize your page. We'll provide a team name, but be sure to customize your team's message! Get help from team members. Don't forget the photo!

Step 3: Build your team! Use these links to connect via social media or use the template email provided to send an invite to your friends and family to be part of your team.



EDIT TEAM INFO  TAKE A TOUR

 Photo  URL  Goal

Step 4: Communicate with your team. Use the links at the top of the email page to communicate with your team. You can target team members who might be having a difficult time fundraising, or send an encouraging email to your entire team. Your most important job is to keep in touch with your team.

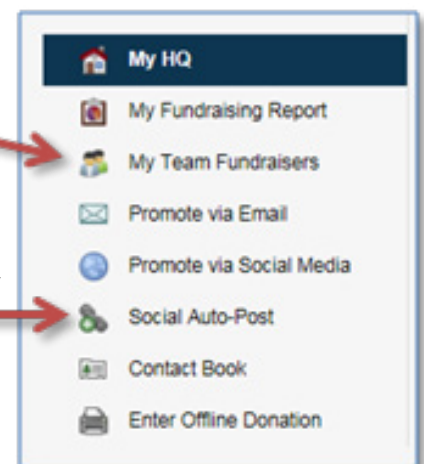


Promote Email Team Builders That Haven't Raised Email Entire Team Email All My Donors

Step 5: Track your team's efforts. On the Team page you can see all team members, access their pages, and keep tabs on their fundraising efforts.

You can see the team fundraising campaign in more detail via the link on your own HQ Page.

Comfortable with social media? Consider using the Social Auto-Post to make sure your fans don't miss a thing. You can change your settings at any time.



My HQ

- My Fundraising Report
- My Team Fundraisers
- Promote via Email
- Promote via Social Media
- Social Auto-Post
- Contact Book
- Enter Offline Donation

TEAM MEMBERS	
 Sue Cloero	\$1,860.00
 Kyrsten Lemke	\$995.00
 Latoria Jackson	\$250.00
 Darlene Cozzo	\$250.00

Contact

Thank you for signing on to be a Women Build 2015 Team Leader! We are very excited to have you as a critical part of this amazing and empowering event. Should you ever run into any problems or think of any questions, please reach out to the contacts below.

Liz Avants

Events Coordinator
liz.avants@windycityhabitat.org
312.563.0296 x 21

Elizabeth Walker

Development Director
elizabeth@windycityhabitat.org
312.563.0296 x 16

Windy City Habitat for Humanity

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