



WOMEN BUILD

1 month, 180 women, incredible impact

2022 Women Build Fundraising Toolkit!



Loveland
Habitat
for Humanity®

Yay, You're Registered!

Thank you for registering to take part in our 2022 Women Build fundraiser. Since 2013, Loveland Habitat's Women Build has generated over \$98,000 and 3,500 volunteer hours. This fundraiser will help us raise more funds for our affordable homeownership mission and help us reach our goal of providing individuals and families the opportunity to own their own home.

Our Women Build event takes place in May! We have 17 teams committed to spending a day at the construction site, building alongside future homeowners.

Below you'll find some answers to the questions you might have. We also have provided a sample email and social media posts to help you fundraise.

If you have any questions regarding Women Build, reach out to us!

Tori Stepp: 970-669-9769 tori@lovelandhabitat.org

Fundraising Home Page: <https://secure.qgiv.com/event/2022womenbuild/>



Frequently Asked Questions

What is Women Build?

Women Build is a month-long event in May that engages women throughout the community to help build Habitat homes in Loveland. By expanding awareness of Women Build, partnering with other local women's groups, and increasing participation throughout Loveland, Women Build can be a transformative movement that empowers women and strengthens our community.

Women Build volunteers learn new skills, make new friends, and leave realizing the local need for affordable housing.

What Do I Need to Do?

- Register to be a fundraiser. ✓
- Ask your friends, family, and professional networks to support Loveland Habitat Women Build by donating through your personal fundraising page.
- Keep an eye out for emails from us on updates and fundraising tips.
- If you're signed up for a day on our construction site, be ready to swing a hammer and make a difference!

Who Should I Ask to Donate?

You can ask anyone and everyone you know. Start with your friends and family, and expand as you become more comfortable. Check out the [fundraising tips](#) on our event homepage!

What are Donations Used for?

We raise funds year-round for our affordable homeownership mission. Donations are used to help fund our construction efforts, homeownership processes, and more. Just \$25 can buy nails and fasteners for a Habitat home and \$100 can buy a kitchen faucet!



What Do I Do When Someone Wants to Donate?

Send them to your personal fundraising page! If your donors prefer to write a check, have them write one out to Loveland Habitat for Humanity and mail it in! Make sure to have them write a note to let us know it's for you so we can count it towards your fundraising goal.

Are Donations Tax Deductible?

Absolutely! You will be receiving an automated letter and a hard copy sent after the event.

How Can I Spread the Word?

Use the sample text below to share your fundraising page on your social media pages or through your email.



Email Template

Hello,

Did you know that 38% of Larimer County households pay more than 50% of income on housing? That means, if you get paid twice a month, one entire paycheck goes towards a place to live, leaving individuals and families to make impossible decisions between health care, reliable transportation, nutritious food, and education. That's why, I'm participating in this year's Women Build event to raise money for Loveland Habitat for Humanity. Women Build engages women throughout the community to be proactive and help individuals and families in need of a decent, affordable home.

When I thought about people who would be willing to help me raise money, I thought of you. My goal is to raise **Goal Amount.** Would you be willing to donate and help me reach my fundraising goal?

If you'd like to help me reach my goal, you can visit my page and donate here: **Your Page Link.**

If you can think of others who might be interested in donating, please forward this email to them or share it on social media! Loveland Habitat for Humanity is a great organization and you'd be helping them (and me!) by spreading the word.

Thank you so much for helping me reach my goal, and for supporting Loveland Habitat for Humanity's Women Build. We couldn't do it without you!

Sincerely,
Your Name

For additional information about Loveland Habitat for Humanity or this year's Women Build event, please visit:

<https://secure.ggiv.com/event/2022womenbuild/>



Sample Social Media Posts

Tip: When Facebook sees your post, you'll get a notification asking if you want to turn your post into a fundraiser – **don't do it!** Your fundraiser is designed to contribute directly to Loveland Habitat!

1. I'm participating in this year's Women Build to be proactive and help Loveland Habitat for Humanity build homes. This organization and their event are important to me, and I'm working hard to support them. Please help me reach my goal by clicking the link below and donating to my fundraiser! Thank you for helping me support Loveland Habitat for Humanity! **Your fundraising page link**

2. Help me raise funds for Loveland Habitat for Humanity's Women Build event. I will be participating out on the construction site working on Habitat homes and I hope you can support me financially. Donate here: **Your fundraising page link**

3. I'm so excited to be participating in this year's Women Build event to support affordable housing in Loveland. I'm helping raise money for this mission and would love your help in reaching my goal! Your tax-deductible contribution will make an impact, whether you donate \$5 or \$500. **Your fundraising page link**

4. ***Write what Women Build means to you*** Help me support Loveland Habitat for Humanity by donating to my fundraising page! **Your fundraising page link**

Tips and Tricks!

Start now: Make the first donation yourself and then ask others close to you! Social media is an easy way to reach out to friends and family.

Remember what Women Build means to you: Don't forget to show why you care about Loveland Habitat's Women Build.

Don't think of it as "asking for money": This is a way to gain support for a cause you care about and for your community. People understand that!

Say thank you: Always show your appreciation to those who supported you in this fundraising journey!

Ask questions: Reach out to us if you have any questions. We want to make this as easy as possible for you.

Your support means a lot to us at Loveland Habitat!
We can't wait to see what we accomplish this year.

