



Goal-Setting Worksheet

Team Name: _____

Captain: _____

This Year's Team Goal:

of team members: _____ Minimum goal: \$ _____

“Stretch” goal: \$ _____

(Where would you really like to end up?)

Team Planning:

(Check when completed)

Due Date

- Register Team and customize team Web page at:
www.HabitatLS.org/women-build-2020/

Team Recruitment:

- Create list of prospect members
- Send e-mail announcement of Team website formation and goals
Include information about Habitat and Women Build
- Call prospect members by phone
- Post a Team recruitment message on Facebook
- Encourage each team member to recruit at least one additional
member to join your team



Women Build

We'd rather build it
than clean it!



Habitat for Humanity and Women Build Talking Points



Habitat for Humanity homes are sold to families with an affordable mortgage.



Habitat for Humanity families' partner with donors and volunteers to help build their home.



Every dollar donated is an important dollar. Now more than ever, families are facing lost wages and shortened hours, we can help by providing a safe and affordable place to call home.



Habitat for Humanity believes everyone deserves the opportunity for a better life.



Better, affordable living conditions lead to improved health, stronger childhood development, and the ability – and financial flexibility – to make forward looking choices.



A decent place to live and an affordable mortgage create a situation where homeowners can save more, invest in education, pursue opportunity and have more financial flexibility.



Unpredictable rent increases and lack of affordable housing causes many families to live with a constant burden of uncertainty, stress, and fear. Women Build is a fundraising *and* build event that helps to alleviate the cost-burden by building and repairing homes in Lake & Sumter Counties.



Social Distancing Fundraising!



The easiest way to raise money is always to simply ask your closest friends and family! Phone calls are back in fashion!



Host an online fundraiser- post your Qgiv page on Facebook & Instagram.



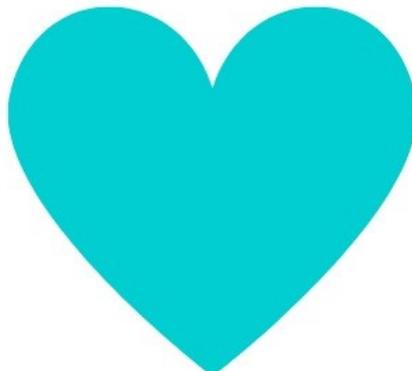
Host a virtual party using Zoom - pick a theme and invite your friends, (How about an online Happy Hour or a Yoga or Zumba Class?) ask everyone joining your party for a \$10 donation.



Host a virtual 5k or Step-A-Thon (See who gets the most steps in a day!) Set a date, \$20 entry fee, and post the results!



Host an online painting party (like Painting with a Twist) and have everyone try to paint the same picture- post the results!





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How to raise \$500 in 10 days:

Day 1	Put in your own \$25	\$25
Day 2	Ask your spouse/significant other for \$25	\$50
Day 3	Ask 2 co-workers for \$25	\$100
Day 4	Ask 2 friends for \$25	\$150
Day 5	Ask 2 relatives for \$25	\$200
Day 6	Ask 2 neighbors for \$25	\$250
Day 7	Ask 2 additional co-workers for \$25	\$300
Day 8	Ask another 2 friends for \$25	\$350
Day 9	Ask another 2 neighbors for \$25	\$400
Day 10	Ask 4 members of your club/gym for \$25	\$500



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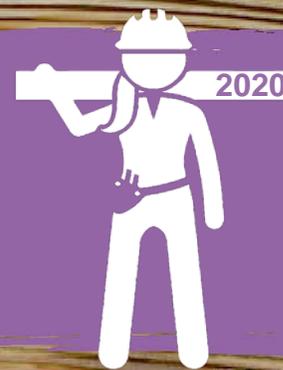
Fundraising Tips

-  Set a fundraising goal and share it with your team.
-  Personalize your Women Build team and personal fundraising webpages by adding your own text and photos.
-  Ask people you know personally to donate – you will get the most yes's that way.
-  Competition is a great motivator, don't be afraid to use it!
-  Use email templates on QGiv that are ready to be forwarded to friends and family.
-  Post links to your fundraising page on Facebook and other social platforms- Donating will be one-click away!
-  Tell the Habitat story, donors want to know who they are giving to! We've included some talking points and a family story, but feel free to use our website as a resource www.habitatls.org/about
-  Tell your own story, talk about your personal experience on a Habitat build site, at a home dedication, or meeting a Habitat homeowner.



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Sisterhood of the Pink Hard Hats Society

The highest accolade in Women Build; an induction into the **Sisterhood of the Pink Hard Hats** is a coveted position that is awarded to any individual who raises **\$1,000**.

The induction ceremony will be held at the Pre-Build Celebration to honor all those who have completed this goal by bestowing upon them their very own **pink hard hat**.

For our returning sisters you will receive a special gift to add to your pink hard hat, when you raise another **\$1,000** this year!

When you see someone working on-site and sporting a **pink hard hat**; you'll know you've glimpsed a very special member of a not-so secret society,
The **Sisterhood of the Pink Hard Hats**.



\$1,000



Anita & Lailah Brooks



Our Reason to Build...

For Anita Brooks, the term “sweat equity” may have been new but the concept was far from foreign. Ms. Brooks is a third-grade teacher who earned her teaching degree while working for the school district. “I worked as a receptionist for 12 years,” said Anita. “And I put myself through school so I could become a teacher.”

It was a school colleague of Anita’s who first turned her on to the idea of partnering with Habitat for Humanity Lake-Sumter to build a home. Anita and her family had always been renters but had a unique opportunity to build on land deeded to her by her mother.

As her house begins to take shape, Anita says she stops by every day after school to see what has been accomplished and hopes that someone is still there working so she can express her gratitude.

“I just want to thank everyone who has a hand in building my home,” said Anita.

Those working on her home often seem surprised by her gesture, but Anita feels it’s only right to express gratitude to those helping her accomplish something she couldn’t do on her own.

As a family that rented but never owned a home of their own, Anita says that her daughter is excited to finally have a room that she can do something with. “She likes to watch where her room is going to be. She’s enjoying the thought of picking out colors and making it her own,” said Anita.

Anita also wants her daughter and her older son Brandell, who’s 21 and no longer lives at home, to know that they finally have a home to come back to.

As for sweat equity in her new home, Anita says she’s ready to invest in the house she plans to make a home for her and her children. “I’ve been saving up my vacation days,” she says with enthusiasm.

“I’m looking forward to helping out and getting my hands dirty!”



Our Reason to Build...

Lozada, originally from New York, watched in horror with her family as their house was torn apart in front of their eyes as Hurricane Maria, a category 5 storm, ravaged Puerto Rico in the fall of 2017.

That's where Lozada says she met her husband James. "By the time my mother passed away, I'd met James and we had a son, Jianluc." So, rather than move back to New York when her mother passed, Lozada's family built a life in Puerto Rico. There they lived in a second story wooden addition, built above her mother-in-law's concrete home.

Peering out during the storm, Lozada recalls seeing her refrigerator falling to the ground just outside of the window. "The wind picked the fridge back up, ripped it in two, and sent the doors flying in one direction and the rest flying in the other." When the storm finally past, Lozada says their home was destroyed and, because her mother-in-law's home sustained damage as well, they could not rebuild the second story addition. "One of the walls of our home was blown onto our car. We lost everything except for a few mementos and some clothing we had time to grab."

"FEMA assessed the damage and our situation and offered us some help, including airfare to the United States." As a territory of the U.S., citizens of Puerto Rico also have American Citizenship by birth so coming to the U.S., where both Lozada and her husband have family, was an option but it wasn't an easy decision.

Rather than going back to her home state of New York, they chose to relocate to Florida where her husband has cousins and extended family. Lozada says the transition wasn't easy but she's incredibly grateful for all the organizations that have lent them a hand in their time of need, including Habitat for Humanity of Lake-Sumter. Two years ago, Lozada and her family were preparing for Hurricane Maria. This fall, they're looking forward to a different kind of chaos.

"We're hoping to be in our new home before Thanksgiving," said Lozada who plans to start their own traditions, bringing together influences from both Puerto Rico and the United States. "We're planning to share the holidays with lots of friends and family, bless the house with everyone in it and have a big, crazy Thanksgiving!"

*"We sat down and prayed and prayed as a family," says Lozada.
"We're big on our faith and we put everything in God's hands."*

