

**HABITAT  
LAKE-SUMTER**  
2024



*Women*



**BUILD**

**FUNDRAISING  
GUIDE**



*BRIEF INTRODUCTION* →

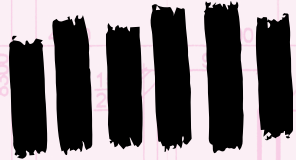
# WELCOME TO

*John*

# BUILD



Soon to be our 300th home!



Together, we will rally friends and family to fundraise and build alongside you!

WE CAN'T BUILD OUR 300TH HOME WITHOUT YOU, SO LET'S GET STARTED!



# SET UP YOUR TEAM

**CUSTOMIZE  
YOU PAGE** →

Your Give Lively fundraising page is **your team's front door**. Upload a **profile photo** and add a **short description** to share your goals and why you're building a home with Habitat!

**01**

**BUILD YOUR  
TEAM** →

Talk to **friends, family, and co-workers**, and invite them to join your team. Invite your circle to attend **the Pink Champagne Party** in March to learn more about Women Build and **kick off your fundraising efforts**.

**02**

**FUNDRAISE** →

**Fundraising runs until May 3rd**. Post a call to action on social media, talk to friends and family, send emails, and make phone calls. **Share why helping someone right now is important** and ask for support in your efforts to build a home with Habitat.

**03**

**VOLUNTEER** →

Women Builders will **begin building in May**. Reach your goal and schedule your volunteer day! **Volunteer sign-up opens in May**.

**04**

# TEAM FUNDRAISING GUIDE

Need some ideas on how your team can reach their fundraising goals? Here are a few to get you started

## TURN YOUR BIG GOALS INTO BITE-SIZED PIECES

01

Fundraising can seem intimidating when you start out. Breaking down big fundraising goals into smaller, more manageable pieces can help your team dominate during Women Build. Here's an example

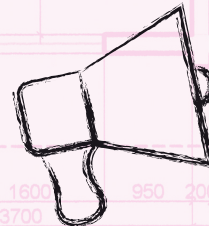
- Make a donation to your team = \$50
- Ask a partner or best friend to donate = \$50
- Ask your boss to donate = \$100
- Ask 4 family members for \$25 each = \$100
- Ask 4 friends for \$25 each = \$100
- Ask 4 co-workers for \$25 each = \$100

→ TOTAL = \$500!

## JUST ASK!

02

Want to know the secret that puts the most successful fundraisers over the top? They ask directly for donations, plain and simple. Your friends and family care about you and the causes you care about, and they'll want to contribute. A direct approach is often the most efficient tool for you to use as a fundraiser, and the most convenient way for your donors to contribute.



HEY TEAM CAPTAINS, **REMEMBER** TO CHECK IN WITH YOUR TEAM MEMBERS REGULARLY AND ENCOURAGE THEM TO REACH THEIR GOALS!



# TEAM FUNDRAISING GUIDE

Need some ideas on how your team can reach their fundraising goals? Here are a few to get you started

## TEAM EVENTS

### Host an Event at Home:

- Clean out the closets and have a garage sale with your friends
- Host a game, trivia, or poker night and set a “buy-in” fee
- Raffle off a gift card or unique experience

### Partner with other Community Members:

- Host a third-party fundraiser (fun venues like “Painting with a Twist” are great places to start)
- Set up a donation jar with the Women Build logo at your work
- Ask a local business to donate % of sales for 1 day, week, or month

03

## TEAM CHALLENGES

A little dose of competition can go a long way. Set challenges for your team and see who comes out on top!

- See which team member can raise the most money in 1 week
- See which team member can get the most individuals to donate
- Set a fundraising goal for each member of your team, and see who can reach theirs the fastest

04



→ ALL PROCEEDS BENEFIT YOU & YOUR TEAM'S FUNDRAISING EFFORTS!

# FUNDRAISE. ADVOCATE. BUILD.

# INDIVIDUAL FUNDRAISING GUIDE

Need some ideas on how you can reach your fundraising goals? Here are a few to get you started

## BRING YOUR COMMUNITY TOGETHER **01**

Each one of us has a chance to make an impact. Here are a few ways you reach your personal fundraising goals.

- Have a birthday, anniversary, or special event coming up? Ask for “in lieu of” donations, instead of gifts. For example, instead of receiving gifts for a birthday, ask people to donate on your Give Lively fundraising page!
- Part of a club or organization? Ask if you can speak briefly to the organization about Women Build and why you’re raising funds.
- Planning on donating yourself? Offer a donation “match” to others.
  - For example, for every dollar donated, up to \$100, you will match that donation by giving \$0.50.

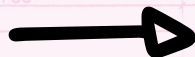
## GET SOCIAL **02**

Social media and digital communications can be a great way to get the word out about your cause, fast.

- Share your Give Lively fundraising page via email, text, and social media.
- Create social media pages for your team to spread the word
- Tag friends and family in posts about your team’s fundraising goals and ask them to donate!
- Share your cause with friends and family online. Explain that you’re raising money to build a home with Habitat and that YOU are making a difference for a local family



**FUNDRAISE ADVOCATE BUILD.**





THE SISTERHOOD OF THE  
**PINK HARD HATS**

Each team member who raises  
\$1,500+ will be inducted into the elite  
(but not-so-secret) society of *The*  
*Sisterhood of the Pink Hard Hats!*

~~\_\_\_\_\_~~  
~~\_\_\_\_\_~~



# TALKING POINTS

So you're prepped and ready to start fundraising, but aren't sure how to share what Women Build is and what it does for our community. We've created a list of talking points to get you started!

*Unpredictable rent increases and lack of affordable housing causes families to live with a constant burden of uncertainty, stress, and fear.*

Local families are cost-burdened by their housing.

*We (Habitat Lake-Sumter) partner with donors and volunteers to help build and repair affordable housing in Lake and Sumter Counties.*

**Women Build** is a fundraising event that builds a home for a local family and creates lasting change in our community.

*Every dollar donated is important.*

Families who partner with Habitat Lake-Sumter are homebuyers who pay an affordable mortgage.

*A safe, affordable place to call home improves lives for generations.*

Better, affordable living conditions lead to improved health and stronger childhood development.

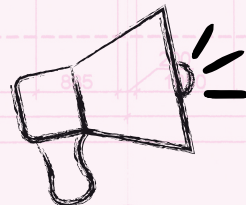
*We're helping Habitat build their 300th home. Your support helps continue a legacy of affordable housing support for our community*

*Homeowners paying an affordable mortgage can save for the future, invest in education, and have more financial stability.*

We believe everyone deserves the chance to build a better future. Home is the foundation.

*Unpredictable rent increases and lack of affordable housing causes families to live with a constant burden of uncertainty, stress, and fear.*

Women helping women sends a positive and powerful message to our community. Women Build provides an opportunity for women to take part in crucial work that has a lasting impact.





# SOCIAL MEDIA SAMPLES

## DON'T FORGET TO

01

Share the link to your team's fundraising page with everything you post. You may even want to put the link in your profile bio!

02

Tag Habitat Lake-Sumter in everything you post so we can help spread the word!



@habitatls



@habitatlakesumter



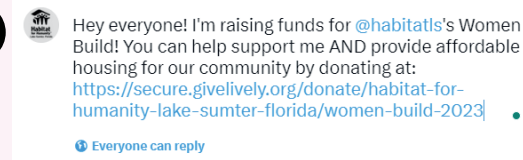
@habitatls



## Instagram

An example of a good Instagram caption would be:

“Every dollar makes a difference. Will you donate to help me build a home for a local family with @habitatlakesumter?”



## Twitter

An example of a good Twitter post would be:

“Hey Everyone! I'm raising funds for @habitatls's Women Build! You can help support me AND provide affordable housing for our community by donating here”

## Facebook

An example of a good Facebook caption would be:

“I'm building a home with Habitat for Humanity of Lake-Sumter Florida as part of their Women Build event!”

You can join my team or donate to help me reach my goal. If you're interested in participating along with me, or would like to help donate to our team, you can click this link.

Every dollar donated helps!”



# WOMEN BUILD EVENT TIMELINE

**IMPORTANT  
DATES TO  
KEEP IN  
MIND!**

- JAN. 8TH** REGISTRATION OPENS
- MAR. 20TH** PINK CHAMPAGNE PARTY
- MAR. 21TH** FUNDRAISING BEGINS
- MAY 3RD** FUNDRAISING ENDS
- MAY 9TH** PRE-BUILD CELEBRATION
- MAY 11TH** BUILDING BEGINS!




Want More Ideas or have questions?

**CONTACT US**

**WE CAN'T WAIT  
TO SEE YOU  
IN ACTION!**



  
*Women*  
**BUILD**

**Melanie Lemmer, Development Coordinator:**  
**352-483-0434 x 141**  
or [Melanie@HabitatLS.org](mailto:Melanie@HabitatLS.org)