



WOMEN:

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empowered

2021 Women Build Fundraising Toolkit!



Loveland

Habitat
for Humanity®

Yay, You're Registered!

Thank you for registering to take part in our 2021 Women Build fundraiser. Historically, Women Build is just an event that takes place out on the construction site, but this year we wanted to do more. This fundraiser will help us raise more funds for our affordable homeownership mission and help us reach our goal of providing families the opportunity to own their own home.

Women Build takes place in May! If you want to build on the construction site, make sure you sign up. To learn more, visit our site:

<https://www.lovelandhabitat.org/women-build/>

Below you'll find some answers to the questions you might have, especially as this is a new way to support Loveland Habitat. 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!

Questions about Women Build: Vince at vince@lovelandhabitat.org

Questions about fundraising: Tori at tori@lovelandhabitat.org

Fundraising Home Page: <https://secure.qgiv.com/event/2021womenbuild/>



Frequently Asked Questions

What is Women Build?

Women Build is a two-week event that happens every year to support Loveland Habitat for Humanity's mission. Women Build recruits, educates, and inspires women to build and advocate for decent, affordable homes in our community. 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.

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 any 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,

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 families in need of a decent, affordable home.

This organization and their event are really important to me, and I'm working hard to support them. 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 make a donation here: **Your Page Link**.

If you can think of others who might be interested in making a donation, 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.gqiv.com/event/2021womenbuild/>



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 build Habitat for Humanity homes in Loveland. This organization and their event are really 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

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 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.

