



Women Build May 2019

TEAM CAPTAIN PACKET



Congratulations on deciding to become a Women Build Team Captain!

Coming together is a beginning.

Keeping together is progress.

Working together is success.

~ Henry Ford

As a Team Captain, you will inspire and motivate other like-minded women to pick up a hammer and get involved to create positive change in our local community. You and your team will learn some construction skills and will even get a little pampering along the way throughout the day.

This packet will give you some ideas for recruiting and energizing your team. There are tips for making your fundraising efforts a success in supporting Habitat's mission to provide safe and affordable housing for deserving families, help create thriving communities and brighter futures. Our 2019 goal is to recruit 65 teams of 12 (or more) for the 16 days we are building in Hartford (this may vary depending on how many builders we get per team).

Our build days for the month are:

Thurs, May 2 - Sat, May 4

Wed, May 8 - Sat, May 11

Wed, May 15 - Sat, May 18

Wed, May 22 - Fri, May 24

Wed, May 29 - Thur, May 30



We're looking to exceed our goal of \$100,000 and with the days to schedule for the month, we can do this!

Thank you for your leadership and dedication. We could not continue our mission were it not for your energy and love of Habitat!

Warm wishes,

Rose Vigdal
Individual Engagement Manager
Hartford Area Habitat for Humanity

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Team Captain's Roles and Responsibilities

The Team Captain is critical in making Women Build a success. Here's a step-by-step outline to help you find success! You can always reach out to Rose at: rose@hartfordhabitat.org or our Women Build Chair, Danielle Mayo, ddevaul1@metlife.com if you have any questions.

This year's Women Build is 16 days during the month of May. Pick a day for your team to build, Wednesday through Saturday, from 7:45am – 3:00pm

Set Goals: establish goals for fundraising and how many builders you want to recruit. The minimum is 5 and maximum is 12 per team although don't let 12 limit you! Should you recruit more builders, we can accommodate by putting your group on another house for your day.

Recruit builders: use MobileCause to invite friends, family, colleagues, book club members, or Anyone you know to join your team. Customize the email recruitment example included in this packet to invite women to build on your day. Have your team members register on Habitat's Volunteer Hub once they have decided to join your team.

Fundraise: be sure that everyone you recruit as a builder understands that each builder is responsible for raising funds or paying the \$100 minimum gift by the **deadline of April 19th** or she will be asked to forfeit her build spot. Online fundraising is easy using the MobileCause link: app.mobilecause.com/vf/WB2019. If a donor prefers not to use the online link, a copy of the donor check/cash form is included in this handbook. Donors may send checks payable to Hartford Habitat, PO BOX 1933, Hartford, CT 06144. Please be sure your donors write WOMEN BUILD or WB in the memo line along with your name so the funds can get credited to your team.

Stay in touch: check your MobileCause site at least once a week to see how your recruitment And team fundraising efforts are progressing. By the end of March, your team should be almost full and monies should be posted. Send a Thank You to your donors and acknowledge your team members fundraising efforts!

Remind your team of deadlines and incentives: although \$100 is the minimum required to participate in 2019 Women Build, many builders set a higher goal to reach an incentive.

2019 TIMELINE:

Feb. 21st
Information Night
Manchester Community
College

March 20th
HANDS OFF! Self-defense
& networking event
Goodwin College

April 19th
Fundraising deadline
All checks/cash to be in
for team totals

May
May 1st: Kick-off Breakfast
75 Charter Oak Blvd, Hartford
May 2nd: Women Build begins

Team Recruitment Ideas

Get your team passionate about Habitat's mission and get them pumped to spend the day working in construction!



Begin by thinking of groups you are involved in that might like to be invited to the build: Perhaps you are part of a women's investment group, church group, book club, or professional association – these are good places to begin your list.

Host a House Party: Have your potential team members over to your home for a 3rd party fundraiser (ie. jewelry, makeup, cooking items). Explain that a portion of the sales will go towards your Women Build team and invite them to join.

Women Build at Work: You can recruit from your place of work, ask to hold a “lunch and learn” and a Habitat staff member will come and make a brief presentation about Women Build, answer questions and get your team registered online.

Make your list as broad as possible: Your target is to sign up a group of friends and/or family who are committed to donating/raising funds for your Women Build team. For the 2019 year, you can recruit up to 12 members per team to work on the 4 single family homes or up to 24 members per team on the duplex style.

Team Fundraising Ideas

Letter writing campaign — Send out personal letters asking for donations to people in the community and prospects that are connected to your group members. Sometimes a handwritten letter can be the best way to appeal to potential donors.

Matching gifts— Make arrangements with a donor to “match” the amount of money raised by your group, dollar for dollar. Asking donors to match the total amount raised for house sponsorship or the amount raised by a specific fund-raising event is a great way to increase donations.

Special events — Any sort of planned gathering that involves the public can be used for fund-raising. Typical fund-raising events are dinners, concerts, races and tournaments. These can take a lot of planning but are a good forum for educating supporters, raising funds, enlarging your donor base and getting the word out about Habitat.

Raffles — Sell tickets to friends, family and community members and solicit donated prizes from local stores, restaurants and facilities. The prize drawing is held in a well-publicized place, and the winners are notified. While a raffle requires a lot of front-end work, there are not many overhead costs, and it’s an effective way of getting the word out about your group in the community. You can also raffle off a parking space in your place of work!

Auctions — Have either a silent auction or a live auction to sell donated commodities and services to the highest bidder. This takes a good amount of front-end work, but it can be a good way to publicize your group with local businesses and the community.

Adopt a plant—Acquire flowering plants to be adopted by individuals for a \$2-5 donation. See if local athletic venues, or even special events (marathons, races, etc.) will partner with your group and pay for volunteering your services that at least covers the cost of the plant. Then plant the plants in the community garden or park.

Bake sale—who doesn’t like baked goods? Pick a specific day and location and ask Potential bakers for their support. Recruit volunteers to take a shift throughout the day. Promote by email & flyers!

Percentage from restaurants—Local restaurants agree to hold a Give Back Night for Habitat on a night when business is typically slow. Your group provides free advertising/social media and attracts customers for them. In return the restaurant agrees to provide you with a percentage of its sales that night usually 20%. Below are a few restaurants that work with non-profits to help fundraise, just speak with the restaurant manager:

<https://www.margs.com/company/charity-application/>

<https://www.99restaurants.com/>

<http://www.buffalowildwings.com/>

<http://www.pepespizzeria.com/>

<http://chipsrestaurants.com/>



Don't forget to ask your company about matching gift

Incentives

\$100



\$200



Protective Eyewear

\$300



Mini Pink Tool Kit

Frequently Asked Questions

What is Women Build?

The mission of Habitat for Humanity's Women Build program is to recruit, educate and nurture women to build and advocate for simple, decent and affordable houses in their communities. Hartford Area Habitat for Humanity has been empowering women in the Hartford area to address and help solve the housing crises in their own neighborhood.

What is the maximum number of people per team?

The maximum is 12 people per team for single family houses. For groups over 12, you can create two (or more) teams and join all teams together as an alliance. We will have 2 duplex style homes that teams of up to 24 will be able to build. Please note that space is limited and offered on a first come first serve basis. As space fills up, your chances of building on the same day decrease; so sign up quickly!

Can I sign up for more than one build day?

We love your enthusiasm! You can build on multiple dates but you will be required to increase your fundraising support.

Why do I have to fundraise?

In order to build decent and affordable housing in the Greater Hartford Area, we need not only your talent and time but also funds to purchase land, materials and pay for other key elements that are used to construct homes for families in need. Minimum \$100 per builder to register.

Can I collect cash and check donations?

Yes. This is a great way to gain support from the people you see in person – at work, school, social clubs and more. If you collect check or cash donations, simply record their contact and gift information and turn it in with the donation form included in this packet. All donations must be received and sent to the Habitat office by April 19th.

Do you provide tax receipts?

Yes. Hartford Area Habitat provides tax receipts for all gifts.

Do I need construction expertise or experience?

No construction experience required! We will provide you with all the safety gear, tools and know-how you will need. Our talented volunteer Crew Leaders will show you the ropes.

Are men allowed?

Yes, men are welcome. In fact, the future homeowner or part of the training staff may be men. Women Build provides a place for women to learn the skills needed to build a home, but that does not exclude men from participating.

Can youth volunteer at the build?

Children and youth of all ages can assist with fundraising efforts, however, participants must be 16 or 17 years old to volunteer with an adult chaperone; 18 years of age to use power tools.



Women Build Donation Form

Thank you for supporting me as a part of the Hartford Area Habitat for Humanity 2019 Women Build. Please complete and mail this form along with your donation by Friday, April 19th, 2019 to:

Hartford Area Habitat for Humanity
ATTN: WOMEN BUILD
PO Box 1933
Hartford, CT 06144

Name of the builder or team: _____

Your name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Amount of support: \$ _____

Method of payment:

☐ Cash

☐ Check (please indicate WOMEN BUILD and/or builder name on memo line)

If you'd like to make your donation online by credit card, please use the MobileCause Website: <https://app.mobilecause.com/vf/WB2019>

Thank you for your support of 2019 Women Build!



2019 Women Build Pledge Sheet

Please fill in the sponsor's name and address with the amount pledged. Feel free to make as many copies of this form as needed. Checks should be made payable to **Hartford Area Habitat for Humanity**. Donations to be received by April 19th. Please write your name in the memo section of each check and send pledges to: Hartford Area Habitat, P.O. Box 1933, Hartford, CT 06144

Name _____

Name	Address	Total Pledged
Total of All Pledges:		

Sample Recruitment email

Hello [family/friends]:

I'd love to have you join me for Hartford Area Habitat for Humanity's 2019 Women Build on May [BUILD DAY]. This event brings women together for a day of construction under the guidance of an experience crew leader. No construction experience is necessary and all tools and safety items are supplied.

As the team captain, I am reaching out to ask if you would join my team [TEAM NAME] as we pick up hammers and power tools to build for a day and make a difference not only to the local community but to a deserving family. Each builder is responsible for raising a minimum of \$100 to participate. We will use Habitat's Mobile Cause app/website where you can create your own fundraising page under our team to raise funds online.

- a) To register with Habitat and join my team, please go to: <http://www.hartfordhabitat.volunteerhub.com>
- b) Click on "REGISTER-SIGN IN" and fill out the registration form (join code needed).
- c) Complete the 2019 Insurance Waiver and return to back to the registration page.
- d) You are now registered will not need to register again: REMEMBER YOUR LOGIN AND PASSWORD to sign in should you want to build with Habitat again!
- e) Go to the Calendar/Events page and scroll to the month of May (to select your build day)
- f) Click **WOMEN BUILD DAY and my name**
- g) Click on SIGN UP at the bottom of the page. You will receive a confirmation email from Habitat with the details of the day and any updates as we get closer to the event.
- h) Use the Mobile Cause app to fundraise and donate: app.mobilecause.com/vf/WB2019

Questions? Let me know or contact Rose Vigdal: rose@hartfordhabitat.org or 860-541-2208 ext. 2205.

If you can't build with us but would like to donate online (it is 100% tax deductible) just go to Mobile Cause link: app.mobilecause.com/vf/WB2019 and click on [TEAM NAME].

Hartford Habitat's mission is to build homes, community and hope. Please say you'll join my team and come build with me in May!

Sincerely,

[YOUR NAME]

[Team name – Team Captain]

Sample Thank You email

Dear [team member name]:

Thank you for joining our Women Build team [or enter your team name] and making the commitment to fundraise with us to reach our team goal of [enter \$ amount]. Because of your generous support, there will be another deserving family living in a safe, simple, decent home in the Greater Hartford Area.

Looking forward to us all being on the build site on [enter build date here]! Keep an eye out for a reminder email from Habitat 2 days before our build day with arrival time, location and other pertinent information.

See you soon!

YOUR NAME]
[Team name – Team Captain]

Sample Reminder email

Dear [team member name]:

Thank you for registering to build with our team this year. In order to keep your builder spot, you will need [enter the \$ amount] by [enter the date needed; remember Habitat needs the donation in the office to credit your team by Friday, April 19th]. You can donate via the website to our team page: <https://app.mobilecause.com/vf/WB2019> or mail the check to Hartford Habitat with the attached donation form so that our team can reach our fundraising goal.

If you have any questions or need help please let me know!

[YOUR NAME]
[Team name – Team Captain]