



## Virtual Women's Leadership Build

### Fundraising and Sharing Toolkit

### Thank you!

Habitat for Humanity is all about community. We're here to serve the community – and we can't build without our community. Now more than ever, we need to rally our community as we face a crisis like none we've ever seen. It's a crisis that calls on us to shelter at home, and it reminds us just how important home is. So, even as we're apart, it's critical that we bring everyone into this community to gather in spirit, and work together to bring more families home.

This easy-to-use toolkit will help you share the story of Habitat's work – and the key role you're playing as part of our Women's Leadership Build – with friends and family, and invite them to build alongside you!

### New to Fundraising?

There's no need to be intimidated by fundraising. We're here to offer support, whether you use these simple tips and tricks, customizable sharing tools, additional resources – or just need some encouragement!

Let's get you started!

The Virtual Women's Leadership Build offers your friends and family two ways to get involved:

1. [Join the Virtual Build!](#) By signing up, they get access to six immersive episodes that tell the Habitat story – and how they can be a part of it – delivered right to their inboxes.
2. [Donate!](#) Our goal of \$200,000 will help us complete the homes at Central Commons. A gift of any size will bring 19 more families closer to home.

### Steps to Sharing

1. Find the right people – You don't have to ask everyone you know; just think about those who will embrace supporting you and your passion for Habitat for Humanity. Those are the people to focus on!
2. Set a goal – Whether that's \$50 or \$500, having a goal gives you something to aim for and helps your friends and family get you there! Asking your circle of supporters to contribute toward a goal shows them that every dollar counts and reminds them that they're making a tangible difference.
3. Share – Whether through email or social media, share your story and ways your friends and family can support you. Make sure to keep your network updated on your progress toward your goal. Here are some ideas for what to share:
  - "Join me" – have your friends and family join the Virtual Build series alongside you by signing up at [HabitatEBSV.org/WomensLeadershipBuild](https://HabitatEBSV.org/WomensLeadershipBuild)
  - Share your favorite episode – If you're signed up for our Virtual Build episodes, then you'll receive emailed videos that offer a firsthand look at the difference you're making with Habitat.

The entire emails can be forwarded to friends and family, or pick and choose your favorite ones and share the videos from our YouTube channel: [YouTube.com/HabitatEBSV](https://www.youtube.com/HabitatEBSV).

- Make it personal – Think about what home means to you. Why have you joined the Women’s Leadership Build or given in support? Share your mission connection and the personal impact their support would have on you.
- When you receive word of friends’ support, thank them! And, ask if you can share and encourage them to do the same.

## Resources to help!

Below are emails and social posts you can copy, paste, and customize – which makes sharing a snap!

### Sample Email:

Hello \_\_\_\_\_,

The COVID-19 pandemic has us sheltering at home. But what does a stay-at-home order mean when you face displacement, overcrowding, or unsafe conditions? For millions, this crisis hits even harder. Fortunately, we can do something about it.

I’m joining Habitat for Humanity East Bay/Silicon Valley’s annual Women’s Leadership Build to build safe, decent, and affordable housing for those who are hit hardest by this crisis.

While we won’t be building together on site, I am excited to be a part of this virtual build because *(insert personal reason here)*.

Anyone can be a part of this build and make a difference for local families. Join me for an immersive [Virtual Build](#) experience where we’ll join with others to build a virtual house that represents the completion of Habitat’s Central Commons development – 19 new homes for families in Fremont. [By signing up](#), you’ll get access to a 4-week series of email episodes that will give you a window into the people we are serving together and the community of women building along with us.

You can also support Habitat’s build with a [donation](#). Every donation makes a big impact. If you’re able, would you consider contributing toward my goal of \$XXX?

Whether you join me for the Virtual Build series or make a gift toward my goal, together we can help Habitat bring those 19 families home – and help ensure more families can weather the best and the worst of times.

Thank you for helping me change lives!

### Sample Social Media Posts:

- I am excited to join other women in our community for @HabitatEBSV’s #WomensLeadershipBuild! Together, we’re building a Habitat home online by raising the critical funds needed to complete 19 real, affordable homes in Fremont! Help me reach my personal goal of \$XXX by making a gift today: <https://bit.ly/3ccNuXL>
- While @HabitatEBSV’s construction sites may be closed to volunteers, their staff continues to build affordable housing that is essential to helping our community rebuild now and beyond this crisis. Join me in doing our part

to support Habitat during this time by volunteering virtually! Click here to learn more or donate:

<https://bit.ly/2WvMg3u>

- As part of the Virtual #WomensLeadershipBuild, I am raising funds to virtually build a @HabitatESV home. I may be building virtually, but every gift, of every size, will build real dreams, real futures, and real houses. With your help, we'll build 19 homes for families in need. Click here to learn more and donate:  
<https://bit.ly/2WvMg3u>
- Shelter-in-place has shown that having a safe, stable, and decent home is critical to a family's health and wellbeing. That is why I'm proud to support @HabitatESV. Together, we're building affordable housing for families struggling to recover from this crisis. Join me with a gift toward my goal of \$XXX. Every dollar makes a difference: <https://bit.ly/3ccNuXL>
- Every year, @HabitatESV partners with hundreds of people to help them achieve safety, security, and stability through shelter. As part of the Virtual Women's Leadership Build, I am raising funds to help 19 more families achieve their dream of affordable homeownership! Click here to help me reach my goal of \$XXX with a donation:  
<https://bit.ly/3ccNuXL>

#### **Additional Resources:**

- Homeowner Stories  
Get to know Habitat homeowner families. [Click here](#) to read stories of impact from Habitat homeowners themselves. Feel free to share these stories or quotes from our homeowners in your outreach.
- Photos & Videos  
[Click here](#) to access Habitat's Dropbox folder and select images and videos to download and share.
- Helpful Links to Women's Leadership Build Pages  
[Website](#)  
[Facebook Group](#)  
[Sign-up Form](#)  
[Donation Page](#)