



# Women Build 2022

## Participant Fundraising How-To Guide



- 1. Ask:** The answer is always no, until you ask.
- 2. Follow-up:** Your family & friends want to donate, they just forget.
- 3. Thanks:** A Crucial Step - Don't forget to thank your donors. Every dollar counts & they are more likely to give again if they are thanked!

### How do I raise \$250 in one week?

- Make a donation to yourself - \$25
- Ask 4 family members for \$25 each - \$100
- Ask 7 friends for \$15 each - \$105
- Ask 4 neighbors for \$5 each - \$20

Total: \$250

### Too easy! How can I raise \$500 in one week?

- Make a donation to yourself - \$25
- Ask 4 family members for \$25 each - \$100
- Ask 15 friends for \$10 each - \$150
- Ask 5 neighbors for \$5 each - \$25
- Use a memory jogger to list all the people you can ask for a donation (PTA club, church members, even your real estate agent!). You will likely come up with another \$50
- If you're comfortable, ask your contacts for a bigger donation! \$100 or even more!
- Clean out your garage or host a bake sale - \$50

Total: \$500

Ask your company about matching gifts & watch your donation double!

### Be sure to check out the [Individual Fundraising Participant Incentives](#)!

\* Don't forget to share your fundraising page on social media. You'll be surprised by the generosity of your social network! Adding a few words about why you're participating will help your network connect to your passion for the mission and feel more compelled to support!

# Additional Fundraising tips for Women Build 2022!

## Personalize your page!

The more you personalize your page and make it your own, the more compelled people will feel to donate! Upload pictures and add your own story to bring awareness to your fundraising efforts.

To update your page click “log-in” on the top right corner and log-in to your account (if you did not create an account, click “forgot password” and input your email that you registered for Women Build with to reset a password)

- Update the profile picture to include a picture of you
- Update your profile info and share why you are participating in Women Build

## Not sure how to get into your team or individual fundraising page?

We are happy to update the page for you. Just email Jilly Jefferson at [JJefferson@HabitatGreaterSac.org](mailto:JJefferson@HabitatGreaterSac.org) with your photo and the text you'd like added about why you are participating in Women Build and we'll update the page for you!

## Check out these great Fundraising Pages for inspiration:

Example Team Page: <https://www.classy.org/team/400414>

Example Individual Fundraising Page: <https://www.classy.org/fundraiser/3643372>

## Share on Social Media - (Facebook, LinkedIn, Instagram, Twitter are all great places to share the link to your page)

Be sure to include when you post why you are supporting Women Build and how they can help support you through a donation or joining your Women Build team!

## Send Emails, Facebook Messages, and texts to friends & family!

Be sure to include a personal message and a hyperlink to your fundraising page.

## Show Gratitude!

Showing gratitude and saying thank you to your supporters can go a long way! Our team at Habitat will also send your donors a mailed thank you letter from our team that will also serve as a tax receipt.

## Have questions or need some additional support?

Please contact Laine Himmelmann at [LHimmelmann@HabitatGreaterSac.org](mailto:LHimmelmann@HabitatGreaterSac.org) or (916) 440-1215 x1108.