



Women Build 2020

Empowering women from all walks of life to build strength, stability, and self-reliance through shelter!

Leverage your community to support your efforts to empower women, learn skills, and build a better future through affordable housing!



Each individual should set a goal of \$500. Before you know it, your goal will be surpassed.

Peer-to-peer Fundraising: Our peer-to-peer fundraising pages on FirstGiving will make it easy for you to add your story and share your page. Donating is simple, and your supporters can do it from phones, tablets, or computers.

Don't be afraid to ask. Sometimes we assume that people don't want to be bothered by fundraisers. You'll be blown away by the generosity of individuals and organizations alike, especially when they find out that you are raising funds to empower local families in need of a safe and affordable home.

- **Ask for \$100 from 1 close friend or relative**—visit, call or email them and explain why Women Build is important to you and how their gift builds strength, stability and self-reliance through shelter. That's \$100.
- **Ask for \$50 from 4 close friends or relatives**—call or email and tell them why you are passionate about Women Build and how their money will support local women in need of affordable home. That's \$200.
- **Request \$20 from 5 friends or coworkers**—send out a blast to your email contact list with a short story about how excited you are to build a home for the first time or the 100th time. Use your own words and show your passion! That's another \$100.
- **Get \$10 from 10 friends on social media**—share to your social accounts! You never know whose lives have been touched by Habitat, or who is simply excited to support your passion. Don't forget to tell your friends exactly what you need and keep them updated! Give a shout out "thank you" and keep asking.
 - **For example:** Thanks so much to Kelly C. for donating \$10 to support building affordable homes during Women Build! Or—I just need 5 more people to give \$10 to hit my fundraising goal. Can you help?

\$10 X 10 Friends = \$100. You've reached your \$500 goal!

Be sure to tell the Women Build story—and include information about the build site where you will participate. Make sure to share why this is important to you.

About Women Build: Women Build events are an opportunity to take a proactive step empowering women to improve their living situations. Future Habitat for Humanity homeowners in our area are largely comprised of women and children who have been affected by living conditions that may be unhealthy, unsafe, or otherwise unaffordable. **Your participation makes a difference so that women and families have the opportunity to achieve strength, stability, and self-reliance.**

About the Holliston Rehab: Located at 172 Concord Street this 110-year-old home was abandoned and fell into serious disrepair. This 2 story, 3-bedroom single family home with 1 ½ baths is located on a .5 acre parcel and will become an affordable home in a safe community for a local family. **This home is nearing completion, and your team will work to help finish it.**

About the Worcester Build: On Harrison Street in the Union Hill neighborhood of Worcester we will build three townhouses complete with full basement. Two of the townhouses will contain 3-4 bedrooms and 2 baths, and one townhouse will contain 2-3 bedrooms with 1 ½ baths. Once complete three local families will live in safe, decent and affordable homes. **This is new construction so your team will play an important role by helping to get this build underway!**

More Fundraising Tips are below to help you raise money on behalf of local families in our community who need a safe, decent and affordable home:

- **Host an event at your home or at a venue.** A benefit dinner or party at your home can be a great way to raise a lot of money.
- **Some local restaurants will donate a percentage** of the evening's sales to Habitat for Humanity MetroWest/Greater Worcester.
- **Yard Sale**—Host a yard sale or ask your family and friends to have one and donate the proceeds to Habitat for Humanity MetroWest/Greater Worcester.
- **Local Media**—Consider contacting your local news media outlets, such as newspapers, radio stations and local television. Many of them are happy to do a story about your role in raising funds on behalf of local families who need affordable housing.

Through Women Build 2020, we are empowering women to be independent and strong.

For further information, contact Sara Costello by email Sara.Costello@habitatmwgw.org or by phone 508-799-9259, Ext. 107.