



Women Build 2020

As we navigate through this difficult health crisis that will impact so many in our community, now, more than ever, local women and families who need a safe and affordable home are counting on your support.

Be part of Women Build 2020 by fundraising online now and build with us as soon as it is safe to do so. It's a perfect way to help local women and families who need an affordable home without ever leaving your home! We need you now more than ever to make a difference in the lives of local families.



Leverage your community to raise funds to empower women through stable, and affordable home ownership. We encourage each participant to set a goal of \$500. You can reach this goal by focusing on sharing the message widely with your contacts. Every amount matters—large or small—and before you know it your goal will be surpassed. Follow the tips below to help you reach your goal.

Secure Online Fundraising Platform. Our secure online 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 inspired 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 at a critical time when stable housing is at risk for many families.

And during this health crisis that affects so many families in our community who need a safe place to live, your supporters may be even more likely to give towards such a crucial need.

Set a meaningful goal. Keep your supporters updated on your progress toward this goal.

Show your commitment. Make the first donation to your fundraising page.

Help people see why it is important to donate now more than ever. For example, many of the local families we help already make difficult choices between healthy food, medicine, transportation and living in an affordable home, and will be affected deeply by the coronavirus. For instance, a loss in wages means families will have limited funds to pay for food, which in turn impacts their own ability—and their children's ability—to stay healthy. Many will have difficulty paying the rent or for transportation needed to go to a grocery store or to keep medical appointments.

Tell your story. Let your passion for local families in our community show. Make sure your personal fundraising page and your other request channels (such as e-mail, social media, written communication) reflect your story and passion.

Share the story about each of our build sites. Let your supporters know that while our construction sites are currently closed, we are monitoring the situation. Please communicate to your supporters that their support will make it possible for you to help build an affordable home for a local family once it is safe to do so.

- **Start by asking \$50 from 1 close friend or relative.** Explain why their gift will help make a difference.
- **Ask for \$35 from 2 close friends or relatives and \$25 from an additional 3 close friends or relatives.** Tell them why you are passionate about families in our community and the lasting impact their contribution will make in the life of a local family.
- **Request \$20** from 4 friends or coworkers, **and \$15** from another 5 friends or coworkers.
- **Ask for \$10** from 10 friends **and \$5** from another 10 friends on social media.

EVERY amount matters. Together, any amount from your contacts will make a big difference in the lives of families who need affordable housing.

Ask more than once. Don't assume that because someone hasn't responded they don't intend to give. People may lose track of your request amidst their many life commitments and a reminder helps place it top of mind.

Use many communication channels. You can kick it off with an e-mail, and keep people updated via social media. Follow up with an e-mail, and/or a phone call. Put the link to your fundraising page in your e-mail signature and share it on social media.

Send a short impact message once the campaign is complete. It helps connect supporters to the families reached as a result of their generosity.

About Women Build: Through shelter, we empower. Women Build is an opportunity to take a proactive step to help local women and families to improve their living situation. Future Habitat for Humanity MetroWest/Greater Worcester homeowners in our area are often comprised of women and children whose living conditions may be unhealthy, unsafe, too crowded for family size, or otherwise unaffordable. Your participation makes a difference so that women and families have the opportunity to build strength, stability and independence through homeownership.

About the Holliston Rehab: Located at 172 Concord Street, this 110-year-old home was abandoned and fell into serious disrepair. The 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. The home is nearing completion, and when it is safe to do so, Women Build teams will help finish it.

About the Worcester Build: Located at 81 Harrison Street in the Union Hill neighborhood of Worcester, the current vacant lot will be transformed to contain three townhouses 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 and when it is safe to do so, Women Build teams will help get this build underway!

Through shelter, we empower.

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