

team leader guide



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Welcome!

We are thrilled to welcome you to a community of women committed to the idea that every woman deserves the equal opportunity to build a strong future for herself and her family through quality, stable, and affordable homeownership.

Team Leaders are the driving force in making Women Build a success – thank you for taking it on! We rely on your communication and influence to make sure your Women Build team has a positive experience and each of your members knocks their goals out of the park. 2024 marks our 12th annual Women Build – let’s make it the best one yet!

Team Leader Guide

We’ve put together this guide to help get you started on the road to Team Leader triumph! In here you will find:

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You can also access this packet and additional Team Leader resources electronically on the **“Team Leader Resources” page at chicagowomenbuild.org**.

Overview + Goals

Women Build Month: October 2024

Location: The Habitat Chicago build sites in Greater Grand Crossing, Chicago, IL 60619. The exact build site address will be emailed to all participants before the event. Be sure to mark events@habitchicago.org and volunteer@habitchicago.org as a known sender so you don't miss any important information.

Our fundraising goal

\$750,000 in peer-to-peer fundraising to help cover tools, materials, and construction leadership costs for our homes that will be women-owned.

Women Build Hall of Fame: In 2023, we raised \$658,267, exceeding our \$575,000 goal!

Team goals

\$8,500 – We are asking each Women Build team of 10 to raise a minimum of \$8,500.

Women Build Hall of Fame: In 2023, top fundraising team Skender raised \$48,821!

Individual requirements

\$500 – Each Women Builder is required to raise at least \$500 by the end of Women Build month (11:59 PM on 10/26/24). If a participant doesn't meet this minimum, they may be ineligible to participate in future Women Builds.

Women Build Hall of Fame: In 2023, our top 5 fundraisers, Courtney Boatwright, Tammy Pearce, Dorothy Rosen, Helen Chen, and Amy Bilton raised a combined \$93,811!

Build Day at a Glance

Transportation + Parking

Take the train – Take the Red Line towards 95th/Dan Ryan, get off at the 69th stop, ride the 71 bus to 71st St & Greenwood, and walk two minutes. Or take the Metra Electric towards Kensington, get off at the 75th St. (Grand Crossing) stop, and walk nine-minute to the build site.

Take a car – Free, street parking is available near the build sites, but limited. We recommend carpooling or ridesharing with other Women Builders.

Schedule

7:30 am **Registration Opens**

8:00 am **Welcome and Safety Orientation**

Any volunteer who is absent for the Orientation may forfeit their right to volunteer that day

8:15 am **Construction Begins**

11:00 am **Lunch Break**

Provided by Habitat Chicago

11:30 am **Event activities**

Team photos, hammer relay, and stud signing

12:00 pm **Construction Resumes**

2:30 pm **Clean Up**

3:00 pm **Wrap Up and Departure**

Participating at Women Build is a full day requirement. Please ensure that your team arrives by 8 am and plan to stay until the build day ends at 3:00 pm.

What you'll be doing

We will be working across multiple homes that will be in various stages of construction. Your flexibility and enthusiasm for the task at-hand is most appreciated. Some typical volunteer activities might include framing, siding, painting, roofing, flooring, hanging doors or windows, trim work, finishing, landscaping, or cleaning.

What to wear

Get ready to get dirty! You're joining us on an active construction site. Here's what to wear:

- Each participant will be given a Women Build t-shirt the morning of the build – come ready to put it on!
- Thick, long pants are preferred, but not required. Bring a pair you don't mind getting dirty.
- Closed-toed, durable shoes. Boots preferred, sneakers acceptable, but absolutely no heels of any kind.
- Layers! Weather in October can vary and you may be working outdoors or indoors.
- Avoid wearing jewelry.
- Secure long hair.
- Each participant is required to wear a hard hat and safety glasses throughout the day – Habitat Chicago can provide all protective equipment, but you are welcome to bring your own if they meet our safety standards!
 - Safety glasses should be rated ANSI Z87.1.
 - Bump caps are NOT allowed in place of hard hats.

What to bring

Items you should consider bringing to make your day even better:

- A full, reusable water bottle. Shared water coolers will not be available on site. We suggest bringing at least 64 ounces of water.
- Work gloves (if you have some – we'll provide if you don't).
- Sunscreen, chapstick, etc.
- Raincoat or poncho.
- Face mask optional.

We will have labeled bins for you to store the stuff you don't need while you build!

Who can build

Any self-identifying woman or non-binary individual over the age of 16; all volunteers under the age 18 are required to bring a guardian-signed youth waiver with them to the build site and be accompanied by a chaperone over the age 21. You will be working under the direct supervision of trained Habitat Chicago Crew Leaders. There is no experience necessary to volunteer – just a willingness to listen, learn, and get the job done!

Step 1: Know your key dates

June 26-July 31: Recruit your team! Make sure they register on your team page URL.

August 1: Public sign-ups open on chicagowomenbuild.org; interested individuals will be placed on teams with open spots.

August – September: Support videos will be released to all Women Builders on fundraising and building team camaraderie.

September 13: **The final day to make changes to your Women Build team roster.**

October 3-26: Women Build (remember: your team builds for just one day of the event)!

October 26 (midnight): Fundraising deadline for top team contest and fundraising prizes. Donations can still be made after this date, but they will not count towards prizes.

Step 2: Register yourself to fundraise on chicagowomenbuild.org + familiarize yourself with the website

Chicagowomenbuild.org is your hub for all things Women Build. Each Women Build team will have a custom team page and each Women Builder will have a personal fundraising page. All of the money raised by your individual team members will automatically feed into your team page so that you can easily track both your individual and team progress.

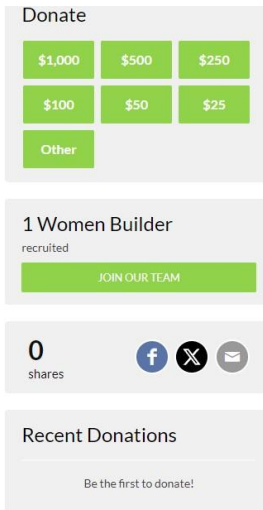
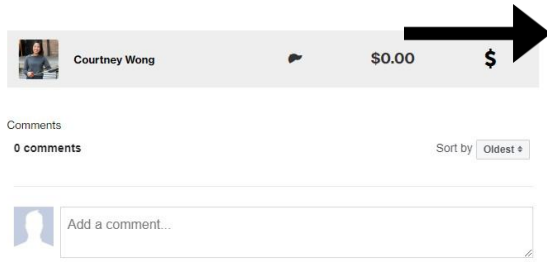
You will receive your team page URL from events@habitatchicago.org after the Team Leader Kickoff. On your team page, there will be a “Join Our Team” button. **You can ONLY register by joining through a team page (the register button on the homepage will not work).**

Humanity Chicago's Women Build to knock these barriers down. Alongside 780 determined women, we will raise \$750,000 to help build Habitat for Humanity homes that will be purchased by women with affordable mortgages! Then, we're hitting the Habitat construction sites to help build the homes.

Help us reach our goal so we can help these women unlock the benefits that homeownership provides and prove that there is nothing a committed group of women can't achieve when they come together.

Every donation - big, small, or somewhere in between - helps to build a strong, stable, and equitable future.

Thanks for your support!
Courtney Test Team



You will automatically be made the Team Captain by being the first person to join your team, so it is critical you join first before instructing your members to register.

If you have participated in Women Build before, you can join your Women Build 2024 team with your existing credentials. You will also have access to information from your previous fundraising campaigns, such as donor contact information.

Step 3: Use the Women Build Social Media Kit

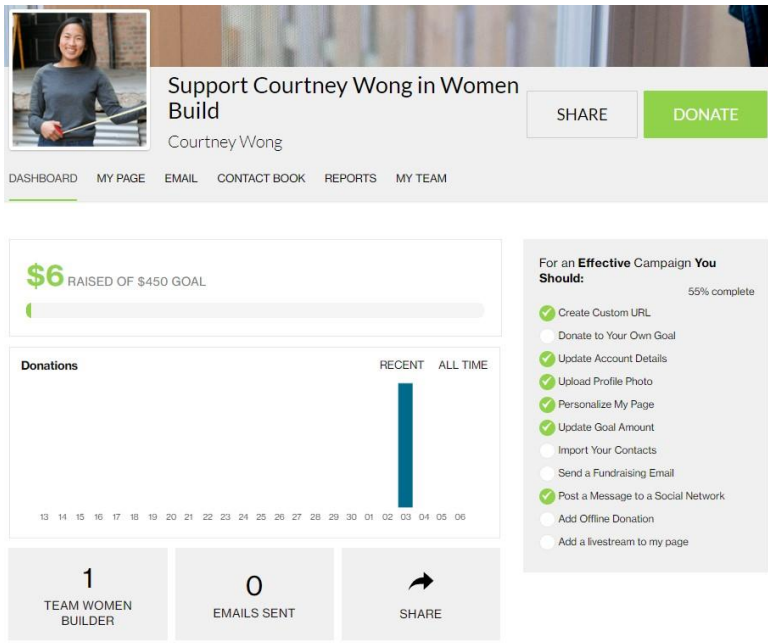
There is a Women Build Social Media Kit available to you, which includes: text and images for Facebook, LinkedIn, and Instagram posts and stories. Using the kit will not only boost awareness of your fundraising efforts, but the Women Build mission at large. You can access the kit contents on the Women Build [fundraising resources page](#).

Step 4: Customize your personal AND team fundraising pages + explore your dashboard resources

When you log in to the Women Build website for the first time, you will be prompted with action steps for setting up and donating to your personal page.

Once you work through these steps, you will land on your fundraising dashboard. Think of this as your command center! There is a whole lot you can do from your dashboard, but in this guide, we will focus on the areas most important **to you as a Team Leader**. For additional info, check out our comprehensive user guide on the Women Build [fundraising resources page](#).

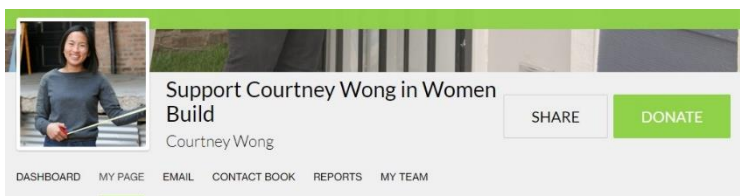
<Step 4 continued on the next two pages>



This is the landing page of your fundraiser dashboard. Here you can:

1. Donate to your own page to show others YOU believe in the Women Build mission (we've seen this make a BIG difference in fundraising success!).
2. Monitor your personal fundraising progress.
3. Track recent donations and send thank you emails directly to individual donors.
4. Invite members to join your team by clicking the Team Women Builder icon.
5. Complete that handy-dandy checklist on the right to have the most effective campaign possible! Note that this is where you can upload or change your personal profile picture.

To customize your personal page, select “My Page” from your dashboard menu. Set an example for your team members by customizing your personal page right at the start!



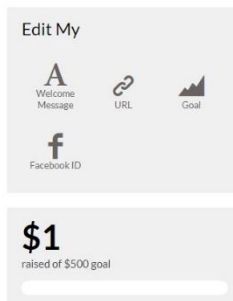
Homeownership is one of the most dynamic tools a person can use to build a strong and stable future. However, it is a tool that far too many women are unjustly denied access. From the gender pay gap and its impact on credit profiles, to uneven childcare responsibilities that consume time and financial resources, to higher rates of mortgage denials despite superior payment performance, the hurdles keeping women from homeownership are high.

This October, I'm grabbing my hammer, strapping on my tool belt, and joining Habitat Chicago's Women Build alongside 500 determined women to knock these barriers down. Together, we will help our fellow women become homeowners with Habitat Chicago, a nonprofit committed to championing healthy neighborhoods by investing in resident priorities, building quality homes, and supporting homeownership.

You can make a difference by helping me reach my fundraising goal and prove that there's nothing a group of committed women can't do.

Change happens one person at a time. I appreciate any support you can give - big, small, or somewhere in between.

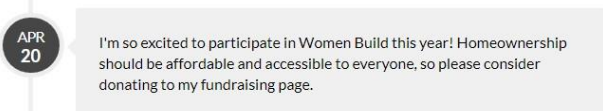
Thanks!
Courtney



Once on your personal page, you can customize:

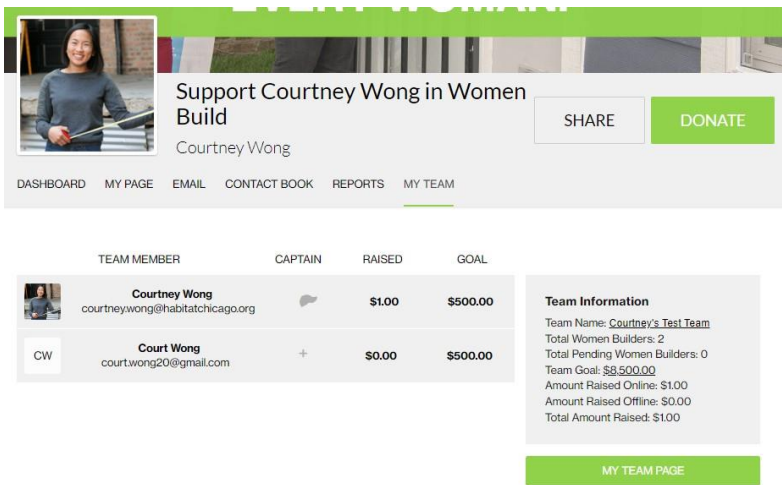
1. Your page's cover photo (campaign image).
2. Your welcome message, i.e. the big body of text on the left.
3. Your personal page URL (note: once you edit this, your previous URL will be invalid, so after you share the URL, it's a good idea not to change it again).
4. Your personal fundraising goal.
5. Your Facebook ID, which will allow you to moderate comments left on your team page.

On your personal and team pages, you also have a fundraiser feed at the bottom. You can post text, photo, and video updates directly to your page. This is a great way to engage potential supporters and thank those who have already donated! Check out **Team Hammer Time's page from 2021** for a great example.



As the team captain, you are the only person who can customize your team’s page. To personalize your team page:

1. Select “My Team” from your dashboard menu.
2. Select the green “My Team Page” button, which will take you to the front end of your team page.
3. Follow the same steps you took to customize your personal page. If you are a returning Team Leader, it is a great idea to use photos and videos from previous Women Builds. There is an excellent chance that there is a photo of you and your team in a Women Build photo album on [Habitat for Humanity Chicago’s Facebook page](#).

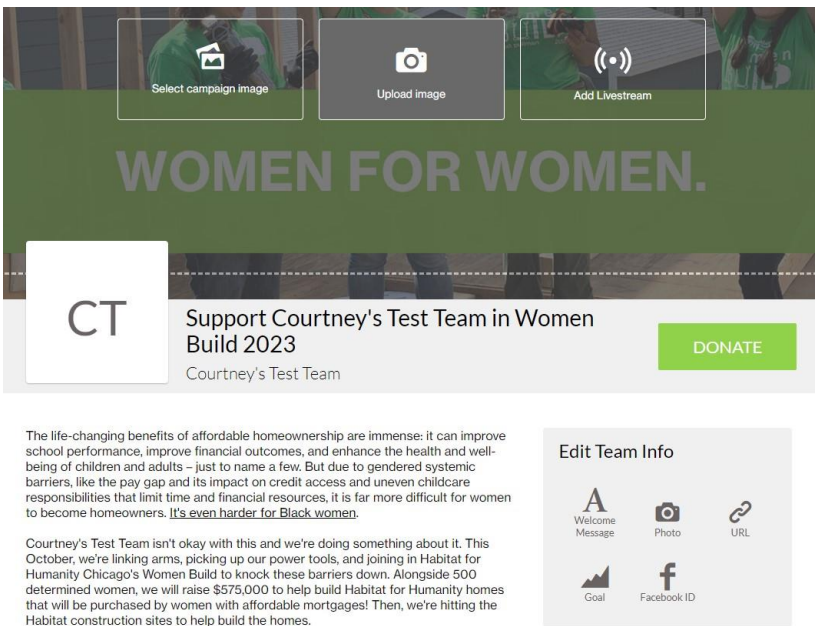


Psssttt... If you'd like to make one of your teammates a co-team leader, you can do so by clicking the + button next to their name on your team member list.

Please let Habitat Chicago know that you are co-leading so that we can recognize both of your efforts!



- Once on your team page, you can edit:
1. Your team’s cover photo (campaign image).
 2. Your team’s profile photo.
 3. Your welcome message, i.e. the big body of text on the left.
 4. Your team’s URL (note: once you edit this, your previous URL will be invalid, so after you share the URL, it’s a good idea not to change it again).
 5. Your team’s fundraising goal.
 6. Your Facebook ID, which will allow you to moderate comments left on your team page.



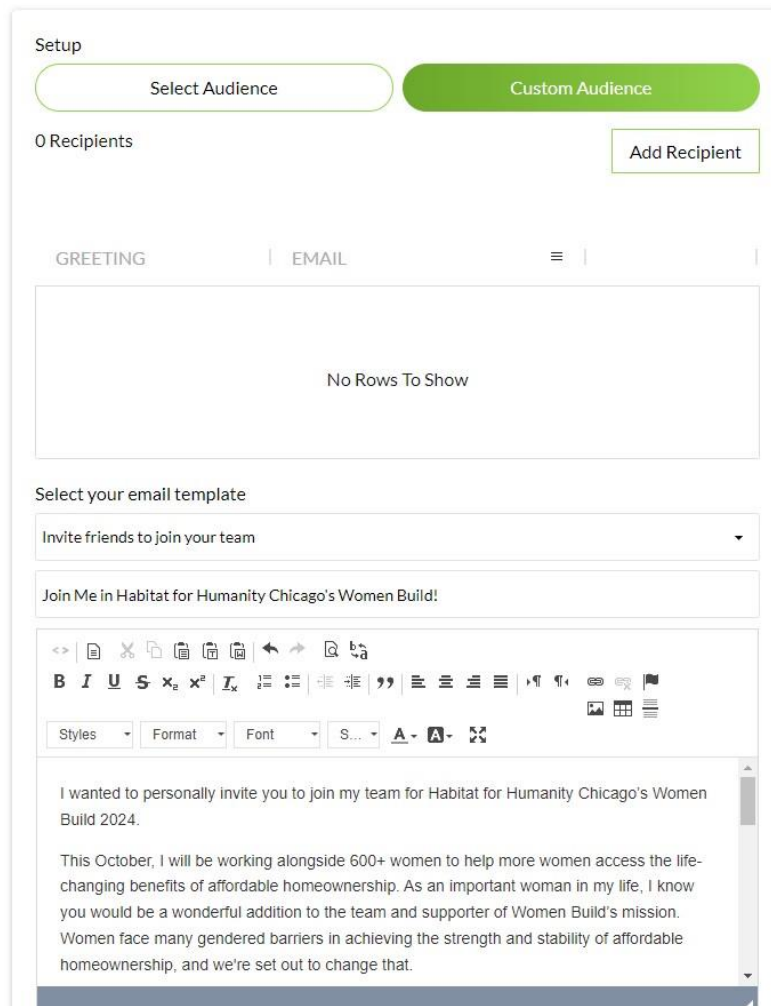
Step 5: Recruit your team

Your team will have 10 participants, including you. As a Team Leader, we ask for your help to recruit a full team. Our only requirements are that they meet the minimum age of 16 to participate (with a 4:1 youth to adult chaperone ratio for any builders under age 18 on the day of the build) and that each team member meets the minimum \$500 fundraising goal. Think beyond your best friends! Women Build appeals to many women and with a little brainstorming, you will think of a big list of people to ask.

Consider folks who:

- Have a profession or interests that align with Habitat Chicago’s mission.
- Would connect with the woman-focused, strength-building mission of the event.
- Are excited about the idea of helping and championing fellow women.
- You know through various circles such as work, family, friends, school, church, or the gym.

Within chicagowomenbuild.org, there is an “Invite friends to join your team” template under the “Email” tab in your dashboard that you can utilize. The highlighted sections are areas you will need to customize.



Private sign-ups (through July 31st)

Before public sign-ups open on August 1st, your team spots are yours to fill. **After the Team Leader Kick-Off, Habitat Chicago will create your team URL and share it with you. You will automatically be made the team captain when you are the first person to join, and you will have the option to add a co-team leader after you have registered yourself.**

Now through July 31st is when your team spots are guaranteed to be yours. Once the sign-ups go public on August 1st, we will place individuals on teams, so recruit early and get those spots filled to ensure there is space for all interested recruits.

Here is how to have register people before August 1st:

- Share your team URL with any interested women or non-binary friends.
- On your team page, there will be a “Join Our Team” button.
- They can then create an account, or login to an existing account, and they will be automatically made part of your team. Again, folks can only register for Women Build by clicking “Join Our Team” on a team page.
- Once you have 10 registered builders (including yourself), no additional individuals will be able to join your team.
- If you need to replace any registered builders, please contact us at [**events@habitchicago.org**](mailto:events@habitchicago.org).

Public sign-ups (beginning August 1st)

Beginning August 1st, the public will be able to sign up for Women Build. Habitat Chicago will be working with individuals to get them placed on teams. If you do not feel you will be able to fill your 10 spots, tell us, and we will give your team priority. If we place an individual on your team, you will be notified via email so that you can welcome them and let them know about any group events or campaigns you have planned!

If at any point you need to switch out builders, contact us at [**events@habitchicago.org**](mailto:events@habitchicago.org). The final date to make changes to your roster is **September 13th**, with exceptions to illness or emergencies.

Going Above and Beyond

Set a team stretch goal

Each team is required to set a minimum \$8,500 goal, but to hit (nay, exceed) our shared goal, we need teams to go above and beyond! Do not sell yourself short with your goal; once you get started, you will see how easy it can be to fundraise as a team!

Encourage your team members to set their own personal stretch goals, as well!

Welcome new team members

When someone joins your team, you will be notified via email and receive your new team member's email address. Please do your best to reach out and welcome them to the team within 1-2 weeks. (You guessed it, we have an email template for that!). The more connected your team feels, the more successful you will be!

Once public registration opens on August 1st, you might have people join your team whom you do not know. Please do your best to make our individual builders feel a part of your crew. If you try reaching out and they are not responsive, let events@habitatchicago.org know and we can hop in to help.

Have the answers (or ask for them!)

There is a wealth of information available to you on chicagowomenbuild.org. Some items we would like to call out:

- **Why Women Build Matters**
- **Fundraising Resources** (social media kit found here!)
- **Team Leader Resources**
- **Donor Resources**
- **Prizes**
- **FAQs**

Keep your team on track

Get your team started by helping them develop an outreach list.

Ask yourself who:

...is on my holiday card list

...do I work with

...is from my old neighborhood

...do I write checks to

...do my family members work with

...was in my fraternity/sorority

...is/was on my latest party invitation list

...have I done business with

...goes to my health club

... owns or manages my favorite restaurants

...attends my place of worship

...would like to do business with me

...did I support with a donation to their charity or fundraiser

...is one of my high school/college fellow alums

...owes me a favor

Draft messaging that speaks to each group. Encourage your team members to do the same!

Track progress

One of the most frequent questions we get is, “How is our team doing? Are we in good shape?” Every team is different, and we have seen some surpass their goals months in advance of their build, while others hit their goals the final day of Women Build. To give you some benchmarks, here is a breakdown of the **average** progress your team should strive for:

60 days before build = 30% or more of goal

30 days before build = 50% or more of goal

10 days before build = 70% or more of goal

3 days before build = 95% or more of goal

Please note: We have updated our website notification settings so that you will not receive an email every time someone on your team gets a donation to curb inbox overload. To see how your team is doing, you will need to log in and view your team's progress on your fundraising dashboard.

Keep Your Team Up-to-Date

Keep your personal and team fundraiser feeds updated with your progress! Here are some ideas of when to update:

- **Countdowns (for both team and personal pages)**
 - “We are 60 days away and have raised \$”
 - “We are 30 days away and have raised \$”
 - “We are 10 days away and have raised \$”
 - “Women Build starts TOMORROW, and we’ve reached \$”
 - “This is the last day of WB, and we’ve reached \$”
- **Milestones (for team and personal)**
 - We’ve reached (1/4) of our fundraising goal
 - We’ve reached (1/2) of our fundraising goal
 - We’ve reached (3/4) of our fundraising goal
 - We’ve reached our fundraising goal! But we can keep going, (set new goal)

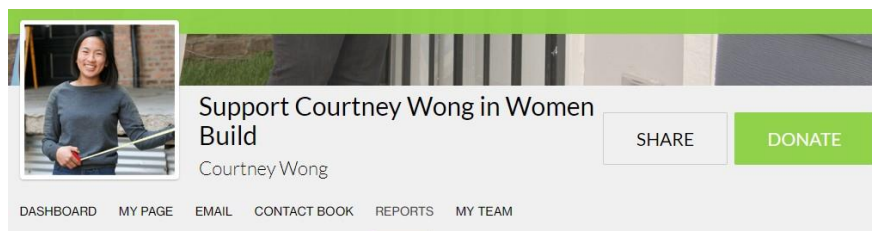
We have developed email templates for checking in with your team two months and one month before your Women Build volunteer day. Use and customize as you see fit!

Template:

None - Type Own

- None - Type Own
- Invite friends to join your team
- Ask people to donate to your page
- Thank you to a donor
- Welcome new team member
- Full Team
- One month until Women Build - Update your team**
- Two months until Women Build - Update your team
- Encourage a team member to start fundraising
- Encourage a struggling team member
- Thank your Women Build team
- Update your donors - 1 week after Women Build

There also are reports available to you in your dashboard to track your team’s progress



- Your dashboard reports will allow you to track donations and donor info made to your:
 - Personal page
 - Team page
 - Any previous Habitat Chicago fundraising campaigns you have done with this current account, including previous Women Builds.

Celebrate Progress!

- There are so many ways you can recognize and celebrate your team's progress! Here are just a handful of ideas:
 - Post group and/or individual pictures when donations are received to your team fundraising page or on social media.
 - Celebrating the group as well as highlighting successful individuals.
 - Organize virtual or in-person team hangouts when you hit fundraising milestones to celebrate successes, or when you have hit a plateau to motivate new progress.
 - Gift small prizes to your team members as they hit or exceed their fundraising goals (a hand-written card, coffee, lunch, balloons, by doing something silly, etc.)

Encourage inactive or struggling team members

- You guessed it – we have email templates for you to send to members who have not started fundraising or are a bit away from reaching their \$500 minimum.
- Share some tactics that have been working for you!
- Link struggling members to the fundraising resources page on chicagowomenbuild.org.
- Connect with Habitat at events@habitatichicago.org whenever you need some guidance.
- Remind your team members about the prizes they can earn and encourage the friendly competition of Women Build.

Amount Raised Prize

\$500+ Ability to participate in future Women Builds.

\$1,000+ Earn an invitation to the Women Build Appreciation Party in January 2025. Details will be sent in November to those who qualify.

Top Five Individuals If you're one of the five women who raises the most at the end of Women Build, you'll earn two tickets to Habitat Chicago's Build the Block Party or the **2025 First Look for Charity Black-Tie Event**.

Top Team! The team that raises the most at the end of Women Build will enjoy an experiential prize that the full group of 10 can enjoy together! More info to come.

Ready your team to build

- Emails will be sent to all registered Women Builders soon before your build with all important build day information. Make sure your teammates have events@habitatchicago.org and volunteer@habitatchicago.org marked as a known sender.
- Go above and beyond:
 - Organize a carpool to the site.
 - Set up a post-build day celebration.
 - Get matching swag – you will be provided with t-shirts, but teams in the past have gotten matching nail aprons, tool belts, water bottles, hard hats, work gloves, and more! If you are unsure if any of your PPE meets our safety requirements, email us at events@habitatchicago.org.

On your build day

- Come with a positive attitude and be ready to build! Build days can be long and might have your team out of their comfort zone - as a Team Leader we ask that you help to rally your team and keep them energized throughout the day. Please ensure that your team arrives by 8 am and stays until the build day ends at 3:00 pm.
- You can keep fundraising until the end of Women Build month (October 26th)! We have seen previous teams raise thousands of dollars from sharing photos and videos on social media that they took on-site.
- Use your build day to both fundraise and thank your donors. Here are just a handful of ideas:
 - Create a Facebook or Instagram Live video to introduce your team, show off the construction site and your projects, and capture the excitement of the build day.
 - Thank your donors! Find a personalized way to give a shout out to your donors on-site. For example, make a sign that says “Thanks” with the names of all your donors and share it with them via email or social media.



Frequently Asked Questions

What if I have more than 10 team members?

What a great problem to have! Let us know about it and we will work to get your friends placed on another team building on the same day. The event will still be a blast and a great experience regardless of who you build with. Bottom line: only 10 builders per team.

What if I don't have enough team members?

That is okay! Try to recruit a full team, but if you can't fill your entire team, we'll help. Open spots can be filled with overflow from other teams or from individuals who join the event on their own. As soon as you know you will not be able to fill your team, **let us know**. We will work with you to make sure you have a full team by the time your build day rolls around.

What if I cannot be a team leader or I'm sick on my build day?

We hope this does not happen! If it does, let us know as soon as possible. The sooner we know, the more likely we will be able to help you find a replacement or find another volunteer to fill your position. It is critical we have a full roster to hit our \$750,000 goal and fulfill our construction goals.

What if there's bad weather?

We will build, rain or shine, as long as we can keep all volunteers safe! However, if the weather is bad enough that we are not able to keep all volunteers safe and need to cancel the day, we will alert all team leaders via phone and send an email to all builders by 7am. You can call (312) 563-0296 x415 if you have questions or concerns.

What if my build day can't happen?

Our hope and goal is to allow all Women Builders to spend a day furthering construction on our homes. If your on-site volunteer day does not happen due to weather or your own personal circumstances, your advocacy in telling the Women Build story and your fundraising are still essential to our mission of more women becoming homeowners.

If my team has a group fundraiser, how do we get the money we raised added to our page?

Please mail funds collected from fundraising events to Habitat for Humanity Chicago. Do not mail cash. Send an email to gifts@habitchicago.org, letting the Habitat team know to expect the check and to credit your fundraising team accordingly.

What if my team members do not hit their fundraising goals?

Most of our Women Builders do an awesome job fundraising and far surpass their goals. Throughout the next several months, you will have lots of opportunities to communicate with and encourage your team to gather donations from their family and friends! It is important that each woman strives to hit the \$500 requirement. Team members who do not come close to meeting their fundraising goals by the end of Women Build may not be eligible to participate the following year.

How do matching gifts work?

Each company has a different process and system. Reach out to your HR team to see what's available. Please also read our [Matching Gift Policy](#) to learn how and when Habitat Chicago can apply matching gifts to your fundraising page.

For more commonly asked questions and answers, visit our [FAQs page](#).

Email updates

Emails will be sent directly to participants from Team Women Build (**events@habitchicago.org** and **volunteer@habitchicago.org**) with key event information. Please mark us as known senders and instruct your team to do the same so that you do not miss any important information.

Questions before Women Build month

If you have any questions or concerns leading up to the event, we are here for you. Please reach us by:

Email: **events@habitchicago.org** for general event questions and **gifts@habitchicago.org** for donation questions

Phone: 312-563-0296 x415

Paying a visit or sending us mail:

Habitat for Humanity Chicago
ATTN: Women Build
1100 W Cermak Rd, Ste 404
Chicago, IL 60608

Questions during Women Build month

You can reach a member of the Women Build team on the build site by calling (312) 563-0296 x415.

Social Media and Vision Statement

Share your stories, inspire others:

Facebook: [Habitat for Humanity Chicago](#)

Instagram: [@HabitatChicago](#)

LinkedIn: [Habitat for Humanity Chicago](#)

[#HabitatChicago](#) | [#CHIWomenBuild](#)



You are now all set! If we missed anything, let us know. We will do our best to address it immediately, but even if we cannot, your feedback can help make this guide more useful for Team Leaders going forward. And at that, we will leave you with this last thought - the words that drive us here at Habitat Chicago. We hope it sparks in you the same inspiration that keeps us working hard every day:

No matter who we are or where we come from, we all deserve to have a decent life. We deserve to feel strength and stability day after day. We deserve to know we have the power to care for ourselves and build our futures.

At Habitat for Humanity, this is what unites us. Our shared vision is a world where everyone has a decent place to live.

Because you, me, we – we’re all humans. And every single one of us deserves the opportunity for a better future.

Habitat for Humanity Chicago
ATTN: Women Build
1100 W Cermak Rd, Ste 404
Chicago, IL 60608

312-563-0296 x415
events@habitatichicago.org
www.habitatchicago.org
www.chicagowomenbuild.org