



Habitat for Humanity®
Greater Cincinnati

Women Build

Team Lead Tool Kit





Habitat for Humanity®
Greater Cincinnati

Women Build

table of contents

Page 3 **Welcome Letter**

Page 4 **Next Steps**

Page 5 **Fundraising and Recruitment Tips**

Page 6 **How to Start Your Team**

Page 10 **Women Build Reach**

Page 11 **Sample Email**





Habitat for Humanity®

Greater Cincinnati

Women Build

thank you!

Congratulations on serving as a Women Build 2026 Team Leader!

Women Build is a movement that unites and empowers women across the Greater Cincinnati region to collectively make an impact on affordable homeownership. The power and strength of women are amplified when we come together to achieve a common goal. We are grateful to have you committed to this powerful and transformative initiative.

As a Team Leader, you play a critical role in Women Build 2026. You will inspire and motivate other like-minded women to pick up a hammer, fundraise, and get involved to create positive change.

This packet will equip you to recruit and energize your team, as well as provide tips for making your fundraising efforts a success. Every dollar your team raises will directly support the construction of the Women Build 2026 home.

In addition to this toolkit, our Development Team is here for extra support.

Thank you for your leadership and dedication. We could not continue our mission without dedicated volunteers like you!

Now let's get started!



Habitat for Humanity®

Greater Cincinnati

Women Build

next steps

1. Set up your team page on GiveSmart

GiveSmart is the fundraising website that helps you share your fundraising mission and goals with friends and family, raise funds, and track donations. Simply go to our link: <https://fundraise.givesmart.com/e/sgtLdA?vid=1lkcxo>

2. Create unique team names

Be Creative! In the past, team names have included "Tough as Nails," "Hard Hats and Heels," "Riveting Roses," "Women with Power Tools," and more. This is a great opportunity to channel the energy of your team to make an impact and have FUN!

We reserve the right to request that you change a team name if it is deemed to hinder the advancement of our mission.

3. Recruit team members

Invite friends, family, colleagues, book club members, or anyone you know who you think will be successful in helping raise money for your team.

4. Fundraise

Ensure that every team member you recruit understands that each member is responsible for helping the team reach the \$2,500 goal by April 30, 2026. This money helps fund our homebuilding and revitalization programs. Each of you can share your team page to ask for donations.

5. Schedule your build date

Once you have set up your team page and hit your \$2,500 goal, send an email to ashton.wilson@habitatcincinnati.org with your top three dates for your team to build. We will do everything possible to honor your dates, but availability is based on a first-come, first-served basis. Build days are Wednesday-Saturday every week in May 2026.



Habitat for Humanity®
Greater Cincinnati

Women Build

fundraising and recruitment tips



Recruitment Tips

A simple, heartfelt message (“I’d love for you to join me in raising funds for Habitat’s Women Build this year”) is a great way to recruit others to your team.

Highlight that Women Build isn’t just about fundraising – it’s about women and their supporters coming together to create real change.

*I’m leading a team for Habitat’s Women Build 2026! 🙌
Together, we’ll raise \$2,500 to help a family achieve safe, affordable homeownership—and then celebrate by joining forces on the build site. Want to support us by donating, fundraising, or even joining the team? Let me know, and let’s build stronger communities together!*

Fundraising Tips

Start with your circle. Share your link directly with 5–10 close friends or family first, before blasting it on social media.

- Personal texts, emails, or DMs work best (“Will you be one of my first 5 donors?”).
- Once you have a few donations, it builds momentum – then you can post on Facebook/LinkedIn with a thank-you and the link.

Make it personal! Why is Women Build important to YOU? Edit your team fundraising page to include this story rather than leave it with the generic message.

Who Do You Know?

Book Club, Soccer Moms, Colleagues, Mahjong Group, and don’t forget the men that support you - they can even join your team!

Women Build

how to start your team



Step 2 - Insert your information to become a fundraiser.

<https://fundraise.givesmart.com/e/wV9Mdg?vid=12ahxg>



Step 1 - Click “Register Your Team” on the landing page to get started.

First Name

Last Name

Mobile Number

Email *

 **Become a Fundraiser**

 **GiveSmart®**
Fundraise

PCI
SEC
CERTIFIED
BY
VERIFIANT

[Terms and Conditions](#)
[Privacy Policy](#)



Habitat for Humanity®

Greater Cincinnati

Women Build

how to start your team



Great! You've just
become a fundraiser!

What would you like to do now?

Personalize My Page

Join or Create Team

GiveSmart
Fundraise

Logout

Switch Account

Crowdfunding by GiveSmart Fundraise

LEVEL 1 CERTIFIED
SECURE PAYMENT

Step 3 - Click “Join or Create a Team” to start your team.

Step 4 - Create your team by entering your unique team name.
(This is also how your team members will find you and join your page).

**When you create a team, a personal fundraising page will automatically be generated for you. This will only occur for the person who sets up the team. It's easier to see your fundraising efforts if you share your team page and not your individual page, but both will count towards your goal.*

< Back



Habitat for Humanity®

Greater Cincinnati

Join or Create a Team

Enter team name

team name

Create

or

Search for existing Team



Alexis Nickell...

Text 2024womensbuild3 to

71777 to donate

Join



Habitat for Humanity®
Greater Cincinnati

Women Build

how to start your team

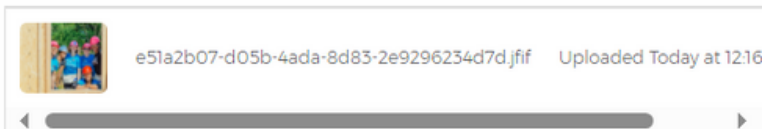
Personalize Your Team Page

Team Display Name *

Display name is what appears on publicly accessible lists and tables.

Upload Team Image

 Upload New



Team Fundraising Goal *

\$

Step 6 - Save your Team Fundraising Page link so that you can share it out for donations!

Step 5 - Personalize your page with a Team Name, a Team Image, and a message to send to your donors and supporters.

Message for Your Supporters

← → Verdana 14px Formats

B *I* U ~~S~~          

I'm fundraising for Habitat for Humanity of Greater Cincinnati because they do amazing work, and I'm inviting friends like you to support my campaign. Thanks for taking a moment to check it out!

Characters: 194 33 words

Save

Go to your page and be the first to donate!

Link to Your Team Fundraising Page

<https://igfn.us/vf/2024womensbuild/team/TeamMarC>
omm

Women Build

how to start your team

Main > Team MarComm

Habitat for Humanity of Greater Cincinnati



Team
Team MarComm

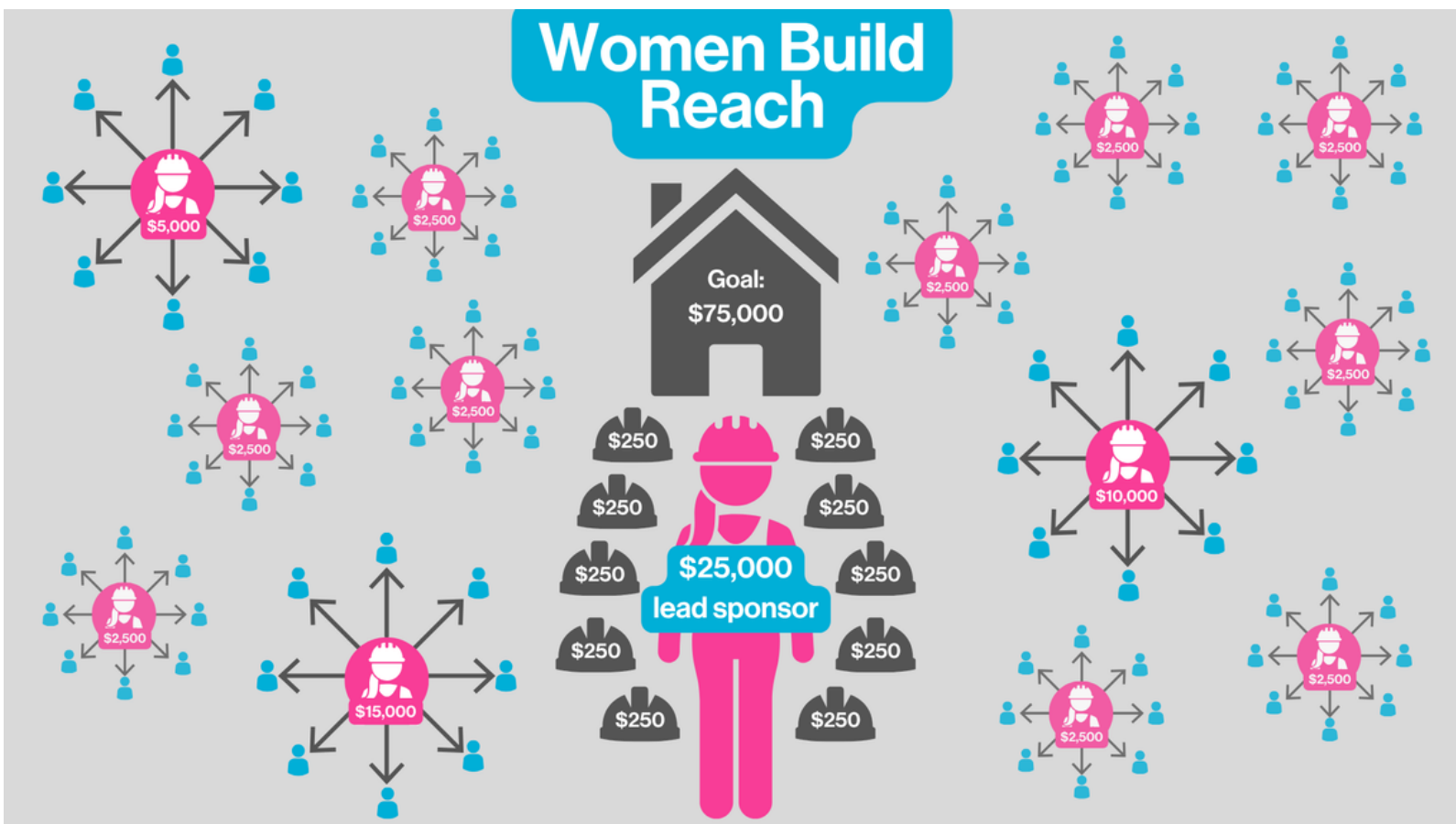
Congrats! You've started a team and now have a team page to view members, goals, and donations.



Others can join your team by following steps 1-4 and joining your team instead of creating a new team.

Women Build

the reach



We can reach our goal through a combination of teams and individual fundraisers. Check out how this might work.



Habitat for Humanity®

Greater Cincinnati

Women Build

sample email

I'd love for you to join me for Habitat for Humanity of Greater Cincinnati's Women Build 2026!

This inspiring event empowers women to come together, learn new skills, and build a home for a hardworking family. Did you know that 80% of Habitat homeowners are single female heads of household? Women Build gives us the chance to directly support women in our community who are working toward safe, stable housing.

One Habitat homeowner put it best:

"As a single parent, Habitat gave me the opportunity to provide a stable upbringing for my children. The stability we now enjoy has allowed me to continue my education and grow personally and professionally."

Here's how you can get involved:

- Join the team and help fundraise – our goal is \$2,500 (tools & support provided)
- Volunteer one day in May (no construction experience needed!)
- Connect with other passionate women and have fun while making an impact

If you're unable to participate as part of the team this year, please consider making a donation to help fund the Women Build 2026 home. Every contribution brings us closer to raising funds and walls.

Are you ready to be part of something powerful?

Sincerely,

[Your Name]

[Team Name Team Leader]

Learn more or donate here: <https://fundraise.givesmart.com/e/sgtLdA?vid=1lkcxo>