



Habitat
for Humanity®
of Monroe County



WOMEN+ BUILD FUNDRAISING TOOLKIT

2026



WHAT IS WOMEN+ BUILD?

At Habitat for Humanity of Monroe County, we believe that strong women build strong communities.

Every year, this event brings together hundreds of women, nonbinary and gender-expansive individuals from all walks of life to address the housing and community crisis affecting many families in Monroe County, while focusing on empowerment, solidarity, learning, and pride in our community.

Women, especially those who serve as head of their families and women of color, disproportionately face obstacles that make accessing decent, affordable housing unattainable. At Habitat, we know that stable, affordable homeownership is transformative for low-income families.

Since 2001, this community has:

- Built 39 homes
- Raised \$3.5 million+
- Housed 95 people, including 52 children



How to Join

- **Register** for a build day: Choose a date that fits your schedule and comfort level.
- **Fundraise** at least \$300: This supports the construction costs and must be raised by August 21.
- **Build** with your team in September! You'll receive additional build day logistics over the summer.





KEY DATES & EVENTS

- Kick-Off Event: June 9, 5:30 – 7:00 PM at Master Rental (3704 Jonathon Dr.)
- Euchre Night: June 18, 5:30-9 PM at Heartwork Brewing (1703 N. College Ave.)
- Euchre Night: July 9, 5:30-9P PM at Heartwork Brewing (1703 N. College Ave.)
- Fundraising Deadline: August 22

Additional events to be announced - watch your email and the Women+ Build Facebook!

BUILD SCHEDULE

Wednesday, September 9

Sophia Percival & Liza Franklin
// Build and Stand Walls

Thursday, September 10

Courtney Payne
// Build & Stand Walls

Friday, September 11

Michael Robbenolt
// Enclose Walls and Porches

Saturday, September 12

Gen Creedon & Suzanne
Thompson // Trusses on One
House

WEEK 1

Wednesday, September 16

Patricia Scribner & Elizabeth
Chadwell // Insulation, Windows,
& Doors

Thursday, September 17

Cate Racek & Kim Arnold
// Siding

Friday, September 18

Rebecca Davis and Haley
Spencer // Siding

Saturday, September 19

Barb Berggoetz
// Siding

WEEK 2

Wednesday, September 23

Karan Rastall & Justina Howard
// Painting Walls and Trim, Siding

Thursday, September 24

Ceci Puntarelli & Rachel Buchanan
// Interior Doors, Siding, Trim

Friday, September 25

Erin Cerwinske & Lori Raines
// Trim, Cabinets, Countertops, &
Hardware

Saturday, September 26

Kathleen Sobiech & Jennifer Belton
// Punch List, Cleaning, & Dedication
Prep

WEEK 3

WHY WE FUNDRAISE

The construction costs of every Habitat home are sponsored by local businesses, organizations, families, and grants before construction begins. Women+ Build is special, because the volunteers are also the sponsors!

When you ask your network - friends, family, coworkers, neighbors - to support your fundraising, you're expanding and strengthening our community.

Each builder is tasked with raising or donating at least \$300 by August 21. These funds directly support the materials to build these two homes. Don't forget - you're not asking for yourself. You're asking to support two families in our community.

Habitat Homeowners complete 250 sweat equity hours through financial education and volunteer time before they close and begin paying their mortgage.





HOW TO HIT YOUR GOAL

How do I raise \$300 in one week?

- Make a donation to yourself – \$50
- Ask 5 family members for \$25 each – \$125
- Ask 5 friends for \$15 each – \$75
- Ask 5 neighbors for \$10 each – \$50

TOTAL – \$300

How do I raise \$500? That's easy!

- Make a donation to yourself – \$25
- Ask 5 family members for \$25 each – \$125
- Ask 5 neighbors for \$5 each – \$25
- Share your Classy fundraising page on social media – \$150
- Ask 10 friends for \$15 each – \$150

TOTAL – \$500

DON'T FORGET - YOU AND YOUR DONORS CAN ASK YOUR EMPLOYERS ABOUT MATCHING GIFTS AND WATCH YOUR DONATIONS DOUBLE!



EMAIL AND TEXT EXAMPLES

Subject Line Ideas:

- Help me build a home – literally.
- \$10 = a box of nails. Want to help me raise a wall?
- Women’s Empowerment? Sign me up.

Email:

This fall, I’m swinging a hammer with Habitat for Humanity’s Women+ Build, raising funds and helping build 2 safe, affordable homes with local families.

I’m working toward my [\$300] goal to support construction materials – and I’d love your support. Every donation makes a difference, and helps us reach our goal.

Here’s my donation link: [Insert Link]

Thank you for supporting our community!

With gratitude,
[Your Name]

Alternate Email Example:

I’m helping fund and build homes with Monroe County Habitat’s 2025 Women+ Build. The families have already completed 250 sweat equity hours – now they need our help to raise the walls.

I’m working toward my \$300 goal so we can meet our \$250,000 goal. Can you chip in? Any amount helps.

 [Insert Link]

Thanks for being part of this with me!
– [Your Name]

Text Message Example:

Hey! I’m part of Women+ Build and raising \$300 to help build a Habitat home in Monroe County. Can I count on your support? [Insert Link]

This is my first year building with Habitat Women+ Build, and I can’t wait to get out on site. Will you help me reach my fundraising goal of \$300? [Insert Link]

Email or snail mail provide a great opportunity to explain your WHY for participating in this build!





SOCIAL MEDIA EXAMPLES

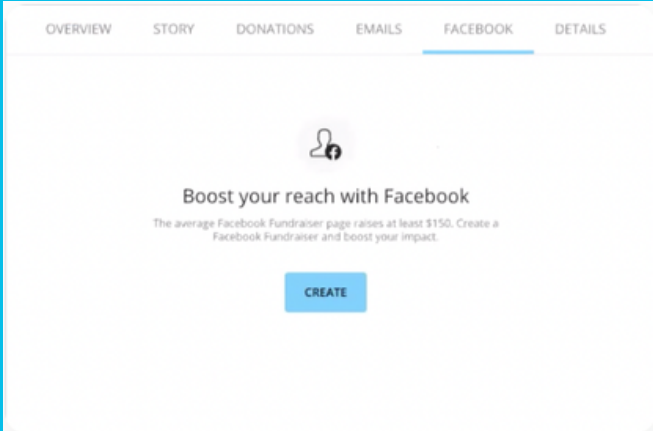
I'm part of the 2026 Women+ Build, helping Habitat for Humanity build safe, affordable homes right here in Monroe County. I'm raising \$300 to fund construction materials – and I'd love your help. Even \$10 makes a difference. Join me: [Insert personal link]

In September, I'll join over 350 local women+ to build 2 homes with 2 local families IN ONLY 3 WEEKS. Right now, we're still fundraising to cover the construction costs of these homes - can you help us reach our goal? [insert personal link]

Did you know Monroe County is the least affordable place to live in the state? Between high housing costs and inflation on other expenses, many local families are struggling to make ends meet. This year, I'm building with Habitat Women+ Build to make a difference in the lives of two families. Can you chip in \$# to help me reach my fundraising goal? [insert personal link]

In ## days, I get to join my Women+ Build team in the construction of 2 homes with 2 local families. I'm still fundraising toward my goal of raising \$300 - can you chip in \$# to help me get here? [insert personal link]

Don't forget to add photos to your posts to boost your visibility on social media!



LINK YOUR CLASSY PAGE TO A FACEBOOK FUNDRAISER

You can link your existing Classy fundraising page to a Facebook Fundraiser to maximize your impact!

Note: You must create your personal Classy page FIRST - creating a Facebook fundraiser on its own does not register you for Women+ Build.

Why should I create a Facebook fundraiser?

There are many reasons to create a Facebook fundraiser synced to your Classy fundraising page.

- Allow people to donate directly on Facebook
- Expand your reach by letting people more easily share your fundraising link
- Keep progress in sync on both pages

How to create my Facebook Fundraiser:

1. Access your fundraising page
2. Log in at the top-right of the page if you haven't already
3. Select Manage at the top-right of your page
4. Select the Facebook tab
5. Select the Create button
6. When the Facebook login prompt appears, log in if you haven't already
7. Make sure the "Manage your Fundraisers" toggle is on

Once you complete these steps, your Facebook fundraising page will be created automatically and appear on your Facebook activity feed.

Habitat may not receive contact information for Facebook donors. Please be sure to thank them all directly!

FUNDRAISING IDEAS

Tried & True

- Yard/Garage Sale
- Bake Sale - at home, office, or coordinate with Habitat
- Lemonade Stand (bonus points for pets or kids)
- Dog or Car Wash
- Fundraising match challenge
- Host a raffle for something you craft - one entry for each \$25 donation
- Leverage partnerships with local businesses or organizations

Fun & Creative - play to your strengths/skills!

- Host a Hard Hats & Happy Hour
- LinkedIn or resume review sessions
- Guided nature walk or mindfulness session
- Team lunch-and-learn at work
- Closet clean out party
- Donation-based yoga class or headshot session
- Skills workshop for crafting skills/hobby
- Donation-based fitness class
- Hold a euchre, trivia, or game night with a small cover



BCGC X HABITAT FOR HUMANITY
FUSING FEST!
 Sunday, August 10, 1:00 - 5:00 pm
 Bloomington Creative Glass Center
 229 W Grimes Ln, next to Switchyard Park

Come make your very own fused glass suncatcher while supporting a good cause!

No experience needed! Ages 5+
 cost: \$25/suncatcher
 Register online at www.bcgcglass.org or just drop in!

BCGCglass.org 229 W Grimes Ln Bloomington, IN



SAYING THANK YOU

Thanking your donors isn't just good fundraising – it's good manners. A timely thank-you shows appreciation and builds trust. People want to know their gift made a difference, and that it was seen. All donors will receive a mailed acknowledgement letter from Habitat (and email receipt for online gifts), but a person thank-you goes a long way!

How to thank right away:

- Log in to Classy and thank them publicly on your donor wall
- Send a quick text message/email or make a phone call to let them know you saw the gift
- Post a social media shout out, or tag them in a thank-you comment on your post

Plan ahead for build day:

- Sign your donors' names to a 2x4 or under the siding to forever cement their support in these two homes - and be sure to get a picture of it to share with them!
- Write a handwritten note, and include a photo of you with our thank-you sign
- Design a postcard with build photos and a note, and send it to all your donors

ELEVATE YOUR IMPACT

Pro Tips

- Personalize your fundraising page with your WHY
- Make personal asks of those close to you
- Thank your donors quickly
- Share progress with your donors and/or publicly
- Take photos on build day for thank-yous & for next year

Other ways someone can help

- Donate refreshments for a build day
- Sponsor a builder or team
- Make in-kind or corporate donations
- Join the Women+ Build Society
- Be a Spirit Builder - fundraise and advocate without building

Corporate sponsorships

- Habitat is a great place for corporate team-building! Sponsorships can support the build at-large, or allow individual builders to participate. Learn more at monroecountyhabitat.org.

Tax Credit Giving

- Donations of \$500+ are eligible for an Indiana state tax credit! Learn more about how you and your donors can maximize impact at monroecountyhabitat.org/AHTC.

You're not just raising money – you're building strength, stability, and self-reliance through shelter.

Let's build boldly, together.



Fuel Your Fundraising | Build Community | Hit Your Goal



HOW TO GET STARTED WITH YOUR FUNDRAISING PAGE

Step 1: Go to

<https://give.monroecountyhabitat.org/campaign/women-build-2026>

Step 2: Click “Become a Fundraiser” (not “Donate Now”) to set up your personal fundraising page.

Step 3: On the next screen, click “Join a team” and select your build team. You can search by team name.

Step 4: Sign in or create a free Classy.org account.

Step 5: Complete your profile and choose your photo.

Step 6: Click “Continue” and finish setting up your page. Your personal fundraising goal is set at a minimum of \$300. Incentives start at \$500 and build from there!

Step 7: Customize your “My Story” section to reflect why you're building and fundraising. A compelling story with a personal touch can make a big impact.

Step 8: Share your page link with friends, family, and co-workers – text it, post it, and email it to boost donations.

Congratulations!

You’ve created your fundraising page. Now the fun (and fundraising) begins!



INDIVIDUAL FUNDRAISING PAGE

Your personal fundraising page is your campaign's home base – make it reflect YOU. Customize your page by:

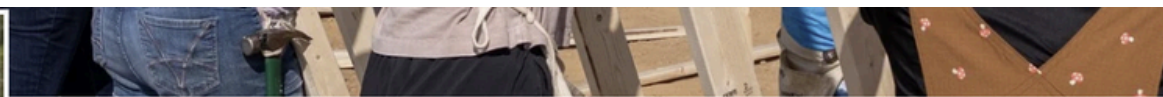
- Adding a profile picture
- Editing the “My Story” section with your personal connection to Women+ Build
- Explaining why you support Habitat for Humanity and what this cause means to you

This is your space to inspire! Sharing your motivation helps donors feel connected to your mission.

Use the “Manage” button on your Classy page to:

- Post updates
- Upload photos or videos from your build journey
- Thank donors directly and publicly

A personalized page raises more – and builds deeper trust. When friends and family see your face and hear your why, they’re more likely to give and share your cause.



Fundraiser

Share

Erin Cerwinske

\$950 Raised

\$1,000

DONATE

Support my efforts to build safe, affordable homes alongside two future homeowner families!

STORY

UPDATES 0

Thanks for visiting my Women+ Build fundraising page!

Habitat for Humanity of Monroe County *Women+ Build* is a community of supporters coming together to fundraise and build with two families seeking affordable homeownership in Bloomington.

My Team



9/6 Enclose walls with Erin Cerwinske & Lori Raines
\$1,160 / \$14,000

Campaign



Women+ Build 2025
\$17,120 / \$250,000

DONATION FAQ

Splitting and Moving Donations

Donations made online in Classy can be moved in whole (with the donor's permission), but they cannot be split into smaller amounts.

If your team has fundraised money that you'd like to assign to multiple people, you can either (1) make smaller donations in Classy in the amount you'd like to assign to each person, or (2) send/bring a check for the full amount to the office along with a breakdown of how you'd like it split and assigned.

Overall, due to the high volume of inquiries during WB+ season, please let staff know in advance, and before the donation is made, if you need it moved or split.

Matched Donations

Please encourage donors to let us know about any matching funds they have submitted (or let us know yourself). While company matches can take months to process, we can reflect the expected match on your Classy page right away.

Letting us know also helps ensure we match it correctly to the proper donation, since the information we receive from processing companies is often limited.

Helping Donors Make a Donation

Please do not use your Classy account to make a payment with someone else's billing information. Contact and billing information in Classy is linked to Habitat's database systems, and we want to avoid information mix ups.

Please note that if you use your own billing information to make a gift in someone else's name, they will not receive a tax acknowledgement letter for that gift. For tax purposes, we recognize the person who makes the payment.

If you have a donor struggling to make a donation themselves on Classy, please have them send a check to the office instead, along with the WB+ Donation Form.

If you are concerned about meeting a fundraising deadline, you can let us know that a check is on the way, and we will add it to your page!

WAYS TO ELEVATE YOUR IMPACT

Pro Tips

- Add personal photos
- Tag @WomenBuild and use #WomenBuild
- Thank donors quickly
- Share progress weekly

Other Ways to Help

- Host/donate refreshments
- Offer photography, design, or hospitality skills
- Sponsor a builder or team
- Make in-kind or corporate donations
- Join the Women+ Build Society or be a Spirit Builder

Sponsorship Opportunities

Sponsorships help fund this important work and offer visibility for businesses and supporters. Contact Annie Eakin (eakin@monroecountyhabitat.org) for assistance and for sponsorship documents.

You're not just raising money – you're building strength, stability, and self-reliance through shelter.

Let's build boldly, together.



Fuel Your Fundraising | Build Community | Hit Your Goal