



Fundraising Ideas

Raising \$250 to participate in Women Build may seem daunting at first. However, once you get started you'll learn how quickly small amounts add up to allow you to meet your goal. For instance, if you send out an email to 25 friends and each agrees to contribute only \$10, you've already raised the baseline goal!

As perhaps you've also discovered, Women Build promotes or "sells" itself if you demonstrate enthusiasm and explain the uniqueness of the Habitat project to people. It's truly amazing how women can come together to raise the walls and funds for an entire home.

The following ideas can provide a starting place for your fundraising efforts:

- Host a holiday themed brunch or summer-themed cocktail party for a group of women you admire. Explain Women Build, why you got involved and request any level of support these women can provide to help you build Breyona's future home.
- Request that in place of traditional gifts for a birthday or anniversary that friends and family donate to your Women Build goal.
- Reach out to a yoga or other fitness instructor to ask if they'd donate their time to host a class for your friends. Set out a basket or jar for a "pay to play" suggested donation at the door and provide some recover snacks.
- Encourage the men in your life who cannot join your team to support you with a donation! A group of men could also host a dinner for their wives or significant others and request donations at the door.
- Watch the Indy 500 with a group of friends and for every lead change or pit stop by a certain team request a \$1 or \$5 donation.
- Host a virtual girls night to raise funds. Create a Facebook event, explain why you're participating in Women Build, and share your goal with your fundraising page link. Or host a Skype or GChat date with friends as you watch a movie together or catch up over a glass of wine.
- Host a jewelry party or craft night for a group of friends and donate the proceeds to your team goal.
- Coordinate a picnic with yard games or a pet walk among neighbors and request donations at the event.
- Coordinate a raffle with donated or handmade items by team members.

As you discover fundraising projects that work well for you, send Habitat an email so that we can share these ideas with other Women Build teams!



Equivalencies & Donation Levels

Team Leaders and builders can use the following list as personal or external motivation to raise funds for your Women Build goal. With questions about the list, contact Abri Hochstetler at ahochstetler@indyhabitat.org.

Only a small sacrifice on your part may allow you to raise enough funds to make a huge difference in the lives of Habitat partner families. For example, if you were willing to forego the following luxuries for one year, your support could fund these corresponding items for a Habitat house:

If you gave up:	You could fund:
One automatic car wash, about \$10	A box of nails
Two movie theater tickets and popcorn, about \$35	Roof shingles
Dinner out for two, about \$50	A low-flow toilet
A manicure and pedicure, about \$75	A window
One lunch out per week for two months, about \$100	Kitchen sink
Two deep tissue massages, about \$150	Front door
Lattes twice a week for a year, about \$500	Siding
One season ticket for the Colts, about \$2000	Flooring

Builder Incentives

The following incentives will be provided to builders and Team Leaders for their fundraising efforts for Women Build. Participants can opt out of any of these incentives if they wish.

Individual Incentives – Deadline August 1st

- \$250- Participation on build site and Women Build T-shirt
- \$350-\$499 – Tumbler
- \$500-\$999 – Tote
- \$1000+ – Women Build Jacket

Team Incentive – Deadline October 17th

- The top fundraising team will receive a special gift package. Details closer to the start of the build!