



EXPECTATIONS OF A WOMEN BUILD TEAM LEADER



How to be a successful team leader

If you have an existing team, you may skip to Fundraising Goal.

Starting a new team:

Recruit six or more prospective team members.

- Email or talk with as many women as you can think of who might want to participate.
- Post flyers at work or where you think interested women might see them.
- Provide a short description of the responsibility for each team member to raise a minimum of \$200 and to work on the Women Build house for a full day shift.

Name your team. This is a fun task to share with your team.

- A name can reflect what your members have in common (work for same company, fellow church members, neighbors, relatives, etc.)
- A team name can include a reference to construction. You can see team names at <https://give.rochesterhabitat.org/ge/womenbuild2022>
- Create a logo for your team, if you wish.

Set a fundraising goal for the year by consulting with your team.

- The suggested fundraising goal is \$1,000 per team of six.
 - Of course, you may set your goal higher if your team is larger.
 - Each \$1,000 you raise will entitle your team to one build day.
- With your team, brainstorm ideas for raising money. Some successful ideas from the past:
 - Asking family, friends, co-workers, neighbors, members of your faith community for donations.
 - Guest bartending event
 - Sell donuts or some other treat at your office
 - Hold a garage sale of members' excess perennials
 - Find a fast-food restaurant willing to donate a portion of a day's sales to your team
 - Gather your team to make a craft to sell
 - 50/50 Raffle
 - Hole-in-One contest
 - Garden tours
 - Ask employers for matching funds
- Keep the team informed of progress toward that goal via email. Cheer them on as they approach your goal.

Set up a fundraising team page on GivEffect.

- Once your fundraising goal has been set, set up a fundraising team page on GivEffect.
 - Log into GivEffect using the following link:
<https://give.rochesterhabitat.org/ge/womenbuild2022>
 - Click on the "Register Your Own Team" link and follow the prompts for registering your team.

Tell your team members to set up their **individual fundraising pages** as well.

- Log into GivEffect using the following link:
<https://give.rochesterhabitat.org/ge/womenbuild2022>
- Click on your team's link at the bottom of the page and follow the prompts for setting up your individual fundraising page.
- Each member will set a personal fundraising goal which will go toward the team goal. We suggest \$200 per member.
- Share your goal and reasons for working with Women Bild with your family, friends, co-workers, neighbors, members of your faith community, and others. Even if someone lives outside this area, they can support you.

Schedule Build Days for your team

- When notified by the Women Build Steering Committee of the build dates for the season, request your preferred build date(s) for your team. Each \$1,000 you raise will entitle your team to one build day.
- When your date(s) are confirmed, communicate the date and the work expectations to the team members who will be working:
 1. Scheduled work for the day
 2. Bring your own lunch
 3. Wear appropriate clothing and footwear
 4. Show up on time
 5. Work for the entire shift
 6. Don't need to bring tools; they are provided.

Communicate frequently with your team.

- Keep them up to date with all information you receive from Women Build Steering Committee. They may not know unless you tell them!
- Let your team know that All Women Welcome work days become available on an ongoing basis. Team members who are interested in working more than their team build days can check the Women Build calendar periodically for these additional opportunities to work on the house.
- Take pictures during your team's build day and share them with the team so they can share them with their supporters.
- Encourage your team to attend wall-raising day and other Women Build events

Encourage your team members to **visit the Women Build webpage** frequently to track progress.

The 2022 Women Build house will be built at 195 Melville Street. There is a map of the site at <https://give.rochesterhabitat.org/we/womenbuild2022>

As a team leader, you can ask questions by using this address: rocwomenbildhelp4@gmail.com