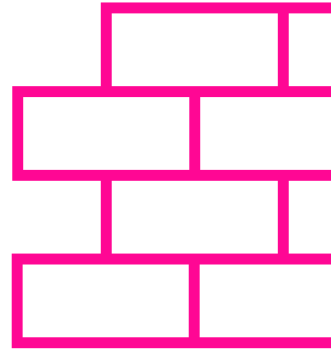Cape Fear
Habitat
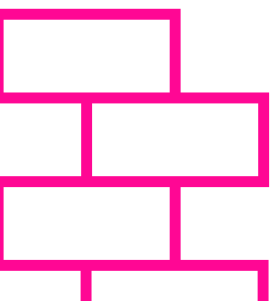for Humanity®

women build

fundraising toolkit 2025

Welcome to Women Build!

Thank you for joining us for Women Build 2025! Your commitment to Cape Fear Habitat and support of affordable housing has an incredible impact on our community.
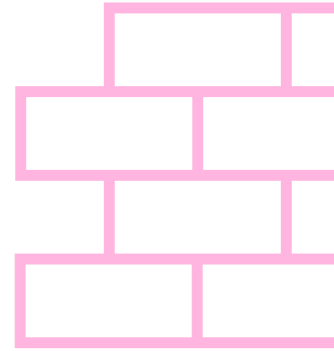
It's because of this commitment and support that local families are able to purchase affordable homes. This year, we're excited to be building a home for Raquel, establishing strength, stability, and self-reliance for her and her family.

To ensure you have all the materials to make your fundraiser a success, we've created this simple toolkit. If you have questions, reach out to events@capefearhabitat.org.

Getting Started:

1. Access the JustGiving Platform

This year, we are fundraising through the online giving platform **JustGiving**. You can access the Cape Fear Habitat Women Build page by visiting **justgiving.com/campaign/capefearhabitatwomenbuild2025** OR by visiting **capefearhabitat.org/WomenBuild**

If you choose to go through our website, scroll down on the Women Build page and select "Start Fundraising Now!"

Ways to Get Involved

Individuals & Small Groups

Cape Fear Habitat for Humanity
W⚙MEN Build 2025

Gift amount

One-time donation

Recurring donation

$500

$200

$100

$50

Other amount
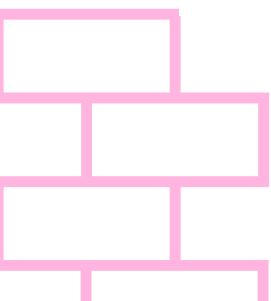
Start a Group Fundraiser

- Easy-to-share group fundraiser through **Just Giving**
- Ability to get your friends and family involved on the job site and through giving
- **$500 minimum fundraising goal per person**
- **Volunteer Day selection**
- **Listed as Women Build Partner on website**
- **Invitation to all Women Build events and Group Fundraiser**
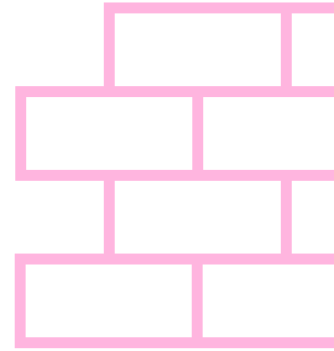
START FUNDRAISING NOW!

Corporate Team

- **$5,000 fundraising goal or financial commitment**
- **Priority Volunteer Day selection (first come, first served)**
- **Name of team/company logo on house sign**
- **Listed as Women Build sponsor on website**
- **Your organization/group highlighted on social media**
- **Invitation to all Women Build events and Group Fundraiser**

LET'S GET STARTED!

Getting Started:
2. Set Up Your JustGiving Page

WOMEN Build 2025

US$0
raised

Give Now

Share

Be a fundraiser

Create your own fundraising page and help support this cause.

Start fundraising

Cape Fear Habitat for Humanity

Cape Fear Habitat Women Build 2025

Join with other women to help a female-led family achieve their dream of homeownership. By raising funds and working to help build a house, you are empowering others to change their lives forever and build a strong, resilient community.

Event: Women Build 2025, on 30 June 2025 Set a reminder

RCN 561555858

Explore the page for a bit, then click "Start Fundraising" when you're ready to set up your fundraising page.

Cape Fear
Habitat
for Humanity

Welcome to JustGiving! Let's set up your Women Build 2025 Cape Fear Habitat Women Build 2025 fundraising page and start raising money for **Cape Fear Habitat for Humanity**.
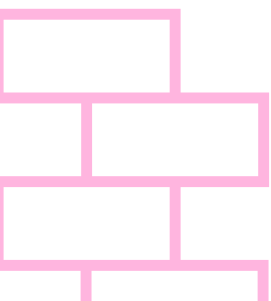
You'll have to set up an account - it's quick and easy!

Log in to personalise your page

New to JustGiving? Sign Up

Email

[ ] I'm not a robot
reCAPTCHA
Privacy - Terms
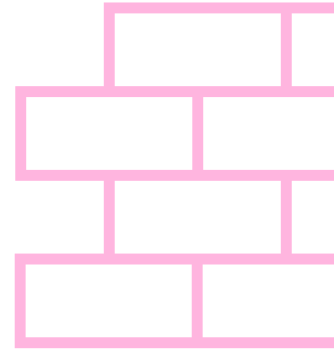
Continue

or

Getting Started:
3. Customize Your JustGiving Page

How much would you like to raise?

Targets help to set the scene for donors, maximising funds for your selected charity

US$ **500**   USD ▾

✓ US$500   US$1,000 Most popular   US$1,500

No target

♡ Don't worry, if your target isn't reached, all funds raised will still be sent to your chosen charity.

Back   Next

JustGiving has 0% platform fees for donations.
All funds will go direct to the charity.

Set your fundraising goal. We recommend $500 but no matter what you raise, your contribution will support Cape Fear Habitat!

Customize your page with a title, paragraph, and URL. JustGiving will autofill each option, but we hope you'll make it your own. Share why Cape Fear Habitat is important to you or why you're excited to participate in Women Build.

Personalise your page

A great story will help to engage potential supporters. Not ready? Skip and add later

Page title

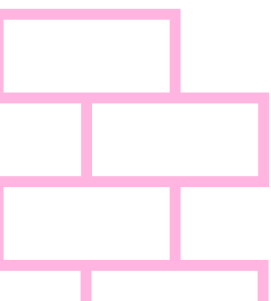Cape Fear Women Build 2025

Why are you raising money?

T   99   ∞   🖼   📷

Are you looking for a way to make a direct and lasting difference in our community? Women Build is an opportunity to join with other women to help a female-led family achieve their dream of homeownership. By raising funds and working to help build a house, you are empowering others to change their lives forever and build a strong and resilient community. No experience is necessary! Habitat staff and skilled volunteers will be there to guide you along every step of the way. You'll learn new skills, make new friends and create wonderful memories.
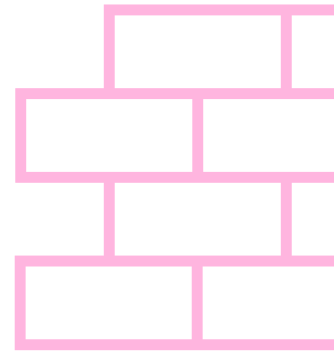
✦ Enhance my story

Customise your web URL

women-build-rocks

justgiving.com/page/women-build-rocks

Back   Next: Page cover

Getting Started:
4. Finish Your JustGiving Page

Add a cover photo or video
A personalised page typically raises 30% more. Not ready? Skip for now

| Photo | Video | Stream |

Suggested photo

⬆ Upload photo

Back | Next: Finalise

JustGiving has 0% platform fees for donations.
All funds will go direct to the charity.

You can customize your cover photo, too. Again, it will autofill from the main Cape Fear Habitat page, but we'd love to see photos from you on the job site if you've participated before or photos of you with friends and family.

Review your details and launch Your page. Don't forget to share your link with friends and family to start fundraising!

You're almost finished!

Summary

Cause	Cape Fear Habitat Women Build 2025
Event	Women Build 2025
Target	US$500

Keeping in touch

Cape Fear Habitat for Humanity will receive your details and may need to contact you to support you in this fundraising effort.
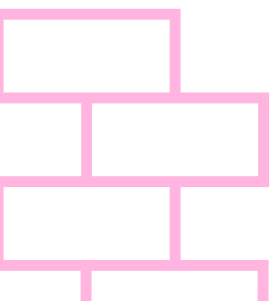
☐ I'm happy for Cape Fear Habitat for Humanity to keep me informed, by email, about the impact of my fundraising and other ways to stay involved including future events, campaigns and appeals.

Set your fundraiser live 🚀

By clicking 'Launch my page', you agree to our terms of service, our privacy policy, and have read the Fundraising Regulator's Guidance Notes.
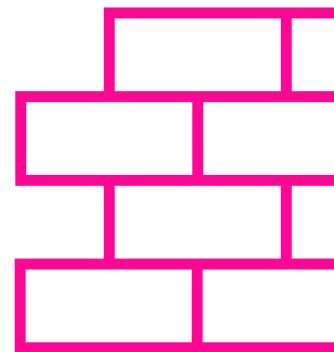
(FR) FUNDRAISING REGULATOR

Back | Launch my page

Sharing:
Tips & Tricks

After you've set up your fundraiser, the next step is to share with your friends, family, coworkers, and others. Here are a few tips to get started.
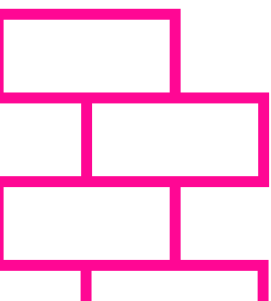
How to Share

Share on social media, email, text, or even a phone call! We recommend using a variety of channels about 6 times throughout the campaign, especially at launch, midway through, as a final push, and a thank-you. Keep a calendar and watch for responses. Avoid spamming, but follow up once (or maybe twice!) if someone doesn't respond.

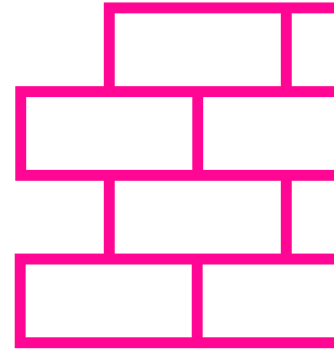## Make it Personal

When choosing to contact via email or text, make sure to customize each message. Also, don't send mass messages; copy and paste individual requests. When sharing on social media, share YOUR story. How does our mission resonate with you?

Fundraising:
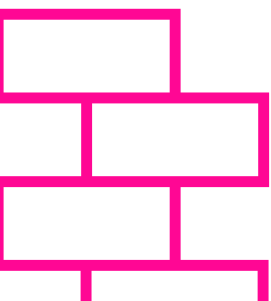## Get Started!

We've already written texts, emails, and captions to help make fundraising easier for you. Feel free to use them or adapt for your network.

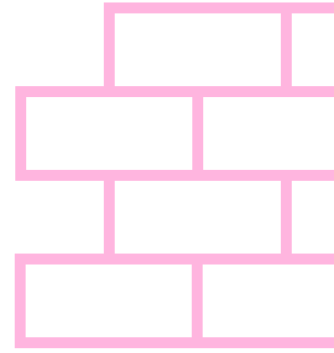Click here to access
photos to share online,
in texts, and more!

Let's Do This!

Fundraising:
Announcement 1

Email
subject:
Let's empower women!

body
Hey, [Name]!

I am so excited to reach out to you about a life changing event that I am going to be a part of!

I'm joining the Cape Fear Habitat Women Build event and could really use your help. I'm committed to helping Cape Fear Habitat raise [$Goal] which will help a female-led family achieve their dream of homeownership. Every donation, large or small, makes a difference and moves Cape Fear Habitat closer to its goal of eliminating the affordable housing crisis in the Cape Fear Region. Would you like to be part of making a lasting impact on our community? Please visit my fundraising page at [Link] and make a donation today!
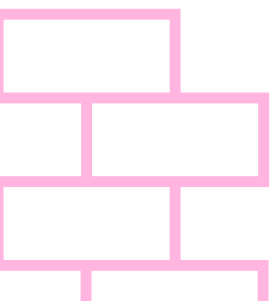
If you want to make an even larger impact, you can sign on as a supporter, too, and create a fundraising site of your own here: justgiving.com/campaign/capefearhabitatwomenbuild2025. Set your personal fundraising goal and start spreading the news!

Can't donate or become a supporter? No worries. Please consider forwarding this email to your friends and family to get the word out.

Thanks so much for your support!
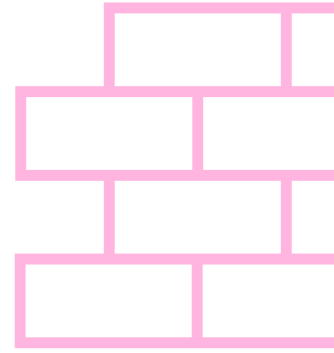
Social Media Caption
Hey friends, I'm so excited to help @capefearhabitat raise funds and help a single mom achieve her dream of homeownership in the annual Women Build Event. This is such a wonderful organization to partner with as they help families build brighter futures. Not only am I raising funds, but I will actually spend a day on the job site building alongside the future homeowner. I hope you will consider joining me in raising funds for their life-changing mission!

[Link]

Text Message
[Name], I am a part of Cape Fear Habitat's annual Women Build event and am raising money and volunteering to help a local woman realize her dream of owning her own home. Will you join me by donating today? [Link]

Fundraising:
Announcement 2 - Halfway to Fundraising Goal

Email

subject:

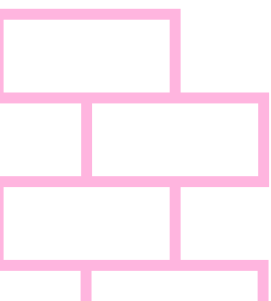We're Halfway There! Only $XX to go!

body

Hey, [Name]!

I am halfway to my personal fundraising goal of [$Goal] for the Cape Fear Habitat Women Build event and could really use your help. I'm committed to this event and to helping a single mom here in our community realize her dream of purchasing her own home through a partnership with Cape Fear Habitat.

Will you consider partnering with me and helping to finish the home stretch and complete my fundraising goal? Please visit my fundraising page at [Link] and make a donation today!

Thanks so much for your support!

Text Message

[Name], I am halfway to meeting my fundraising goal for Cape Fear Habitat's Women Build event! Will you join me by donating today? [Link]

Instagram Caption

This is such an important cause, and I am already halfway there! Only [$Goal] more to go to meet my personal fundraising goal in partnering with Cape Fear Habitat for their annual Women Build Event.

Link in Bio!

Like and Share to your story to help spread the word!

Facebook Caption

I am halfway there! Only [$Goal] more to go to meet my personal fundraising goal in partnering with Cape Fear Habitat for their annual Women Build Event. Please consider joining me in helping a local mom realize her dream of homeownership.

[Link]

Like and Share to your story to help spread the word!

Fundraising:
Announcement 3 - After Women Build is Complete

Email/Text/Phone Call

subject:
We Did It!

body
Hey, [Name]!

Thank you so much for your support!

Thanks to you and so many others, I was able to meet my fundraising goal, and go on-site to actually work on building a home! I am so grateful that you were able and willing to support me and so many others in helping Raquel, a single mom of two, accomplish her dream of homeownership.

I could not have met my fundraising goal without your help, and I wanted to share some photos and videos from my time volunteering on the job site!

Thank you again so much for your support!

Feel free to attach photos of yourself on site!