

2012 Women Build

Team Leader Handbook



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2012 Team Leaders

Task	Team	Date	TL Email Address
Floor System	Sheri Fella	Sat April 28	slfella@indiana.edu
Pre-Build Day	Barb Berggoetz	Wed May 9	barbberg@bluemarble.net
Framing Day	Martha Shedd Valerie Pena	Thurs May 10	m.shedd@comcast.net vpena@indiana.edu
Trusses and roof	Marci Becker	Fri May 11	becker@monroecountyhabitat.org
Insulation, roofing & begin siding	Beth Ellis	Sat May 12	beth@timellisrealtors.com
Siding & roofing	Mindy King, Wendy Walter-Bailey, Jill Rensink	Mon May 14	minking@indiana.edu wwalterb@indiana.edu jarensink@yahoo.com
Painting, siding and roofing	Susan Yeley and Mary Krupinski	Tues May 15	sbyeley@gmail.com mk@kdsarchitects.com
Siding	Nancy Baldwin and Leslie Kaiser	Wed May 16	mcba@mcbaindiana.org leslieakaiser@yahoo.com
Doors, cabinets and siding	Ann Auer, Emily Ward and Chris Geary	Thurs May 17	aauer@indiana.edu emiward@indiana.edu cgeary@indiana.edu
Trim, floor, siding & painting	Meagan Niese and Megan Starnes	Fri May 18	niese@monroecountyhabitat.org megan.renee.flynn@gmail.com
Siding and punch list	Julie Hammond & Janet Carminati	Sat May 19	juleshammond@gmail.com jcarminati@sbcglobal.net

2012 Team Leader Information

Team Name: Please do not change your team name when editing your profile because it has been set up to make it easier for builders to find your team.

Tasks: Tasks listed for your team day are “weather permitting” and give you a general idea of your day’s focus.

Accepting Builders: Only Team Leaders can flag their team as accepting new members (indicated by the hand near your team name). We suggest you open recruitment to site visitors by flagging your team as accepting members. To accomplish this, log-in, go to Edit Profile/Tools/Event Information heading then to “Display icon in Team Listing notifying site visitors that you are looking for Team Members”. Click the checkbox.

Co-Leaders: If you are serving as a Co-Leader, one of you received a welcome email when Chris Geary set up your team. *Once the other co-leader(s) register as builders*, the one who received the welcome email needs to log-in, go to Edit Profile and under Tools, select the option of “Assign Co-Captain”, then check the box in front of the other name(s) co-leading with you.

If you have any challenges or questions, contact Jen Hart or Chris Geary.

Team Recruitment Ideas

Host a house party: Have your potential team members over to your house for a house party. A representative from Habitat or the Women Build committee is available to make a brief presentation about the Women Build, answer questions and get your team members registered on the web.

Women Build at Work: If you are recruiting team members from your place of work, a representative from Habitat or the Women Build committee is available to come to your work place and make a brief presentation about the Women Build, answer questions and get your team members registered on the web.

Begin by thinking of groups you are involved in that might like to be invited to the build. Perhaps you are part of a women's investment group, church group, book club, or professional association – those are logical places to begin your list.

Make your list as broad as possible. Your target is to sign up 35 women who are committed to donating or raising money for the Women Build. Include each of your friends, and let them know it would be great if other women they know are interested in joining the day as well. Some of you have elected to share a day with another Team Leader—collectively, the two of you need to recruit 35. **Invite your friends to participate.** Many have found that the easiest way to do this is to send an **email**. Whichever way you would like to organize your day is fine, just be sure each volunteer has all the information she needs to make her decision to participate. If you have trouble filling your day, please let us know we would be happy to help you in any way possible.

Recruitment Email Invitation Example (*customize italics*)

Hi Everybody!

I'd love to have you join me for the Habitat for Humanity Women Build!!

My build day is *Saturday, May 12th* and we will be doing *roofing and siding*. For those of you who haven't yet done a Women Build, we expect that you have no construction skills and you don't need any tools. There are an abundance of crew leaders on site who will teach you what you need to know. And more importantly, this day will change your life...I promise!

Each builder is responsible for raising donations for or paying the \$250 entry fee. But don't worry, Habitat has a great website where you can create your own page and very easily ask for donations from friends, family, and colleagues. Habitat even has sample emails on the site that you can use to make fundraising a snap!

I can have a max of 35 people on my team and the spots fill quickly so you should sign up soon.

To sign up, go here: <http://womenbuild.kintera.org/faf/search/searchTeamPart.asp?ievent=1008146&lis=1&kntae1008146=EFAE757CB70740B9B34FCA7E20ED0721&team=4938948>

I'm really excited about this year and hope you can join us!
Just let me know if you have any questions. I'm happy to help!

Beth

2012 Key Dates

Deadline	Description
01.31.12	Team Leader Meeting 5:30 at UU; Jen will update TLs not in attendance with notes from meeting
02.01.12	Website opens. Team recruitment begins!
02.20.12	T-shirt designs submitted to Meagan at niese@monroecountyhabitat.org
03.20.12	Habitat will send recruiting email to past builders
04.11.12	Habitat will send fundraising update for incentives to all builders and reminder about \$\$ deadline
04.17.12	Habitat will send fundraising letter to past donors
04.24.12	Team Leader, Crew Leader, Photographer dinner at UU 5:30; Jen will update TLs not in attendance with notes from meeting
04.27.12	Final deadline to turn in \$\$; 5PM cutoff for incentives
04.30.12	Habitat will send email to all builders below \$250 letting them know they have been removed from team and any money raised stays with team
05.19.12	House dedication for both houses. Everyone is invited!

Committee Members

NAME	POSITION	E-MAIL	PHONE
Emily Ward	Chairperson	emiward@indiana.edu	812-320-3961
Janet Carminati	Crew Leader Coordinator	jcarminati@sbcglobal.net	812-323-8710
Nancy Baldwin	Incentives and Job Aids	mcba@mcbaindiana.org	812-327-0212
Jennifer Hart	Team Leader Liaison; Devotionals	jennifer@direktapproach.com	812-272-5532
Shelley Hahn	Food Coordinator	shellhahn@gmail.com	812-333-2727
Laurie Samuelson	Team Leader Appreciation	rlbnsamuel@bluemarble.net	812-345-2296
Brandi Host	Incentives	bmhost@indiana.edu	812-360-1018
Chris Geary	Website	cgeary@indiana.edu	812-320-0838
Laura Oberholtzer and Maeg Ionoff	Secretary & Site Hosts/Onsite Committee Volunteers Coordinator	oberholtzer@monroecountyhabitat.org volunteers@monroecountyhabitat.org	812-331-4069
Meagan Niese	Fundraising	niese@monroecountyhabitat.org	812-331-4069
Kerry Thomson	Habitat Director	thomson@monroecountyhabitat.org	812-331-4069
Ann Schertz	Media Coordinator	ann@ansschertz.com	812-327-3402

Team leaders often know someone who wants to do the devotional to start our day; food donors who want to contribute; friends or family members who don't want to build but wish to be on the jobsite and can serve as site host for the day; builders who may have enough past experience to crew lead.

If you know someone interested in any of these important Women Build tasks, please contact the appropriate committee member: Jen for devotionals; Shelley with food donors; Laura for site hosts; Janet with potential crew leader names.

Frequently Asked Questions

- **What if someone on my list would like to participate, but cannot come on my assigned day?** That's just fine. Just have them call or email Jen Hart (jennifer@direktapproach.com or 272-5532), for information on volunteering another day.
- **What if someone can only stay half of the day?** Because we will be building two homes in just one week, it is valuable to have a consistent work crew for the entire day. That way your team will learn the skills they need and be very proficient at them by the end of the day. We understand that your team members are likely to have very busy schedules; if in the rare event that happens to be the case, you can split that volunteer spot – asking one person to come from 8 a.m. to 12 noon and the next to come noon to 5 p.m. Because each new person will need to be trained by a crew leader in the afternoon, we ask that you limit the number of split spots to TWO. As a general rule, we prefer to avoid half days.
- **I have more than 35 people who want to come. What do I do now?** Site safety is our top priority at Habitat for Humanity, and because of this we simply can't accommodate more than 35 construction volunteers on a given day (only 25 on truss day) even though we are building two houses this year. If you have more than 35 who would like to join you there are two options: First, there are sometimes openings on other days for sponsored volunteers. Please contact Jen for more information about this. The second option is to volunteer for a non-construction job. These jobs might include: preparing lunch for your day or participating as a site host. Contact Shelley Hahn about food or Maeg at volunteers@monroecountyhabitat.org about being a site host.
- **What does Habitat for Humanity do with the funds raised?** Each house Habitat builds is sponsored; we use private funds to purchase building materials and land for the homes. Each home we are building will cost approximately \$72,000 to build, and each volunteer's contribution of at least \$250 will ensure that the home is fully funded.
- **What do my team members do with the money they raise?** Funds should be sent to Habitat for Humanity by April 27th, 2012. All checks should be made out to Habitat for Humanity, with "Women Build (or WB)" and the participant's name written in the memo line. When sending funds to Habitat, please ask all your team members to include a copy of their donation form--a copy is in this handbook--because we want to be sure to credit the right person for the gifts!
- **How will my supporters be recognized?** Habitat will send a thank you note to each person who supports you financially, and we will also be sure to invite them to the house dedication. If you can, please encourage your supporters to stop by the jobsite to see the build in action.

What Makes the Women Build Special

Each Habitat house is funded by a “sponsor” who provides the money to pay for the building materials and sub-contracting that makes building a Habitat house possible. Sponsors are often businesses, churches, or groups of individuals who want to make a difference in the lives of partner families. Each sponsorship costs approximately \$72,000. Homeowner mortgage payments from previous houses and receipts from the ReStore are also used to provide sponsorships for houses in Monroe County each year.

Normally, volunteers who come out to build a house may be unrelated to the sponsor who is funding the house. *However, the Women Build house is a special situation.* In the case of Women Build, the women who volunteer their time, energy, and talents also provide the sponsorship for the house.

Each woman who participates in the build raises at least \$250 to help fund the house. Working together to collect these smaller amounts, the women who volunteer (35 per day over the course of 10 days) are able to sponsor an entire house themselves!

This year we are funding two houses plus a house in El Salvador.

Equivalencies

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, you could fund these corresponding items for a Habitat house...

If you gave up:	You could fund:
Two pairs of IU Soccer tickets	A box of nails
One large vanilla latte and breakfast pastry each week	Four bathroom sinks
One value meal at a fast food restaurant each week	A bathtub
One glass of wine at a restaurant each week	Countertops for the house
One lunch out per month	An interior door
One Saturday golf outing for two each month	Floor coverings for the whole house
Dinner for two at a mid-range Bloomington restaurant each month	Insulation for the house
One manicure per week	Eight roof trusses
One pedicure per month	Countertops
One massage per week	The heating and cooling system
Courtside season tickets for two to Pacers games	The entire house

2012 Fund Raising Incentive Program

For the 2012 Women Build, builders will receive the following incentives depending on the amount of funds they submit by the April 27th deadline. ***(This page is a work-in-progress and will be updated on the website as soon as incentives are determined.)***

All builders will receive some Women Build swag	
\$250 turned in by April 27th will receive a short sleeve t-shirt	
\$350-\$499 turned in by April 27th will receive a	
\$500-\$749 turned in by April 27th will receive	
\$750-999 turned in by April 27th will receive	
\$1,000-\$1,999 turned in by April 27th will receive a	
\$2,000-\$3,999 turned in by April 27th will get to pick any 3 of the items above	

1. Go to the Event Website:

<http://womenbuild.kintera.org/>

2. Registration

- Click on the **Register Here** button and follow the step-by-step instructions
- Choose a login name and password so that you can visit your personal headquarters later.
- Once you are registered you can customize your personal web page and start your fund-raising campaign!



3. Personal Web Page

- Click on **My Webpage** and follow the task list in the To Do list to customize your page
- Personalize your page by adding a photo of your own or one from the women's build photo library
- Add your own message by editing any of the text boxes.



4. Send Emails

- You are ready to start your fundraising campaign!
- Click on the **Email** tab
- Enter the email addresses and greeting for your family and friends.
- Customize one of the existing email templates or create your own message.
- Your family and friends will receive a personal email from you with a link back to where they can donate via the secure and start your fund-raising campaign!



5. Login

- The next time you visit the site, click on the **Log In** button, enter your username and password.
- You will now have access to a variety of options including email tools, reports, entering offline donations.

6. Check Your Progress

- Click on the report tab to view your progress toward reaching your fund raising goal.
- Check out the Fund Raising Incentives by clicking the link from the Information menu from the homepage.

Questions or problems? Contact Chris Geary at cgeary@indiana.edu

Builder Registration Confirmation Emails

Confirmation that will appear on the screen once the person completes registration process

2/5/2012 9:33:04 AM (PT)

Habitat for Humanity - Monroe County

**Kennon Smith
3626 S. Bainbridge Dr.
Bloomington, IN 47401**

Press CONTINUE below to go to your event headquarters to personalize your webpage, send emails and track your progress.

Fellow Builder,

Thank you for registering to be a part of the 2012 Women Build community. As a homeowner of one of the homes built by the Women Build community, I can tell you that your involvement in this program will change lives –yours and the homeowners. You will be touched by the experience and the homeowner and their family will be changed forever by the experience and by having a home to call their own. I plan on being on site myself this year and look forward to reconnecting with old friends and meeting new ones.

As the build date gets closer, the Women Build committee will send you additional information on what to expect on the build site. In the meantime, if you have any questions or need assistance with fund raising please contact your team leader or Jen Hart at jennifer@direktapproach.com.

Thanks again for your time, effort and energy in reaching your \$250 fund raising goal and in being a part of a community of over 225 women who will build a house in ten days and change the life of a family forever.

Sincerely,

Angie Lucas
2007 Women Build Homeowner

Your Supporter ID: **171618853**
Team: **Beth Ellis Sat May 12**

Your gift is fully tax deductible. Habitat for Humanity of Monroe County is a 501 ©3 organization.

Habitat for Humanity - Monroe County contact information:

Email Address: habitat@monroecountyhabitat.org

Confirmation builder will receive via email

Women building friendships

Women building a house

Women building community

Thank you for registering for the 2012 Women Build. We are looking forward to a fantastic build week May 9-19.

As you know, each builder is required to raise \$250 in order to participate in this unique event – the money is used to purchase the land and all of the supplies for the home. The deadline for raising your \$250 is April 27th to be eligible for the fund raising incentives – help is available from the Habitat office if you find you are having a challenge reaching this goal. Any builders not reaching the \$250 goal by April 27th will be removed from the team.

As the build date gets closer, the Women Build committee will send you additional information on what to expect on the build site. In the meantime, if you have any questions or need assistance with fund raising please contact your team leader or Jen Hart at jennifer@direktapproach.com.

We encourage you to use the Friends Asking Friends email feature of this website as another fundraising tool. Check back on your personal web page to watch your progress!

Sincerely,

Women Build Committee

Tips for Emailing Team Members Via the Website

1. Log in to www.mch.kintera.org/womensbuild using your username and password
2. From **My HQ** page, Click the link labeled **Send an email to your team** in the team statistics box



Team Statistics

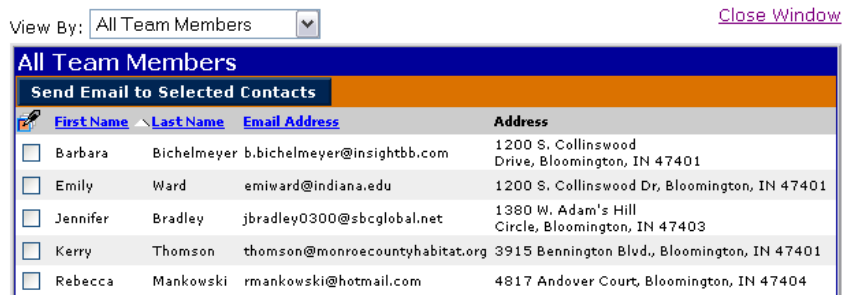
Go Team WB Committee Team!

- Team Members: 6
- Team Fundraising Goal: \$10,000.00
- Team Raised to Date: \$90.00

Are you a team captain?
[Send an email to your team](#)

3. From the Email page, click on **ADDRESS BOOK**
4. From the next screen, select **All Team Members** from the **View By** drop down menu.
5. A window will appear with the names of all team members. Simply select which team members you wish to contact. Click **Send Email to Selected Contacts**.

View By: [Close Window](#)



All Team Members

Send Email to Selected Contacts

<input type="checkbox"/>	First Name	Last Name	Email Address	Address
<input type="checkbox"/>	Barbara	Bichelmeyer	b.bichelmeyer@insightbb.com	1200 S. Collinswood Drive, Bloomington, IN 47401
<input type="checkbox"/>	Emily	Ward	emiward@indiana.edu	1200 S. Collinswood Dr, Bloomington, IN 47401
<input type="checkbox"/>	Jennifer	Bradley	jbradley0300@sbcglobal.net	1380 W. Adam's Hill Circle, Bloomington, IN 47403
<input type="checkbox"/>	Kerry	Thomson	thomson@monroecountyhabitat.org	3915 Bennington Blvd., Bloomington, IN 47401
<input type="checkbox"/>	Rebecca	Mankowski	rmankowski@hotmail.com	4817 Andover Court, Bloomington, IN 47404

6. This will pull up a window which will allow you to select the salutation. You can simply click **Save** and your correspondence would be addressed as follows: Chris,
7. You will return to the Email page where all of your team members' contact information will appear and you can type your message!

Compose Email Message

To send an email, use your address book to select existing addresses or create a new one.

From: Chris Geary **Sender Email:** cgeary@indiana.edu

* Required Information

 [Explain](#)

[ADDRESS BOOK](#)

Greeting*

Recipient Email*

Dear Emily

emiward@indiana.edu

Dear Jennifer

jbradley0300@sbcglobal.net

Dear Kerry

thomson@monroecountyhabitat.o

Dear Rebecca

mankowski@hotmail.com