



# WELCOME WOMEN

We believe everyone deserves a decent place to live, and the opportunity to build a better life for themselves.

We believe every woman has agency, equity and a strong voice in her home and community.

Through marshaling resources and strategic alliances, Women Build is a catalyst for achievement for women homeowners and volunteers.

Congratulations and *mahalo* for adding your voice to our women-led movement!

As an ambassador on the front lines of Habitat's Wahine Build, you'll work side-by-side to build a Habitat home and inspire others to support our work of building homes, communities and hope.

This guide contains everything you need to get started on your journey. You can also find sample messages, social sharing graphics and more in the [online toolkit](#).

So, roll-up-your-sleeves and let's get started!



# Getting started

Your Wahine Build journey begins here! Consider the impact you'd like to make and reflect on your reasons for joining this women-led movement.

## Set your impact goal

Many people are nervous about the idea of fundraising; some are downright intimidated by the thought of asking others for money. So how do you begin to set a goal?

Habitat's Wahine Build offers the opportunity for women to try new things and step out of their comfort zone to transform the lives of others. If you're feeling uncertain, lean into that fear and discomfort! It's part of the learning process.

Set a goal that you aren't quite sure how you will achieve, but doesn't feel so enormous as to be impossible. Give yourself the space to impress yourself! Be confident and clear about the impact you hope to make. Share this with your supporters and keep them updated on your progress.

*Note: your fundraising commitment is not affected by your goal.*



## Tell your story

By sharing your personal connection to Habitat's Wahine Build, you have the power to inspire others to support our work. Use the storytelling worksheet on the next page to gather some talking points and reflect on your reason for joining Wahine Build.

*"Home is a source of security, stability and a family cornerstone.*

*I moved around between homes as a child and remember the sense of relief and comfort I left when I 'landed' in my last home."*

Melissa Bruhl, 2023 Wahine Build committee member

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## Do this next:

Update your goal + personal story on your Classy page!

# Storytelling worksheet

How did you hear about Habitat's Wahine Build? What made you decide to join?

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What excites you about the message and purpose of Wahine Build?

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What personal experience(s) do you have with Habitat?

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Why is affordable housing/homeownership a cause you care about? What does *home* mean to you?

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How do the themes of housing, community and women empowerment resonate with you and your life experiences?

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# Guide to raising money

Take a moment to review these suggestions while mapping out your campaign strategy.

## Tip #1: Kick things off with your own gift

No one likes to be first. Let others see your commitment by making the first donation. Then, you can ask others to match it!

## Tip #2: Set your goal

Be confident and clear about the impact you hope to make.

## Tip #3: Make it personal

If you are passionate about Honolulu Habitat's mission and Wahine Build, your friends and family will feel it. On your Classy page and in your communications, share why this cause is so important to you and why you joined. Include photos or video.

## Tip #4: Start with your close contacts

Let your inner circle be the first to know about your project by emailing or texting them individually or as a small group. Ask them to stand with you as the first people to donate.

## Tip #5: Ask more than once

People may miss an email or forget to follow up. Don't assume that someone who didn't give right away is not interested. Reach out more than once and through different channels (e.g. email, social media, text, in-person) during the course of your campaign.

## Tip #6: Build momentum on social media

After your kickoff message about your fundraiser and why you're doing it, share updates about how much you've raised, special thanks to recent donors, an occasional daily for donations, pictures or videos from your build day, etc. Get creative!

## Tip #7: Make it easy to give

Include the link to your Classy page every time you ask for support, including on social media and email. Instagram users: add the link to your bio and direct people there. You can also add your link to your email signature during the campaign.



## Ambassador Toolkit

Explore sample emails, social media graphics, templates and other tools

[explore](#)

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## Tip #8: Mahalo your donors

Thank each donor within a day or two. Make it positive and personal. Your acknowledgment is their first reward for giving their time and money to support Wahine Build. When you use Classy to comment on donations, the donor will receive an email notification.

# Talking points

As you spread the word about your involvement with Habitat's Wahine Build, here are some talking points to assist you with questions you may receive. Of course, you should personalize your responses to include your individual story and passion for the project.

## "How are you involved with Wahine Build?"

As a Wahine Build volunteer, I'll be volunteering on a Habitat construction site on [YOUR BUILD DAY] to help build a home for a woman-led household in Waimanalo. I have also committed to raising funds to help Honolulu Habitat transform more lives through homeownership. Every dollar I raise will support Habitat's self-help housing programs on Oahu and help build safe, decent and affordable shelter for families in need.

## "What does Honolulu Habitat do?"

Honolulu Habitat is a nonprofit organization that constructs and repairs affordable homes on Oahu. Since 1988, they have built 90 homes and helped more than 500 people obtain a safer place to sleep at night. Families and individuals in need of a hand up partner with Habitat to build or repair a place that they can call home. Habitat homeowners help build their own homes and pay an affordable mortgage. Through homeownership, Habitat helps families achieve the strength, stability and self-reliance they need to build better lives for themselves.

## "What is Wahine Build?"

Wahine Build is an initiative of Honolulu Habitat for Humanity to engage women in the construction of affordable homes and celebrate the vital role we play in building strong, diverse communities. From March 3 through May 27, more than 200 women will build a home from foundation to finish. It will be Honolulu Habitat's first home built by all female volunteers.

Women are disproportionately underrepresented on Habitat build sites. Whether for lack of training or gender bias, they account for less than 30% of construction volunteers. Through hands-on training and a welcoming learning environment, Wahine Build inspires women to flex their skills or try something new on a Habitat construction site.



Bringing together women from all walks of life, Honolulu Habitat for Humanity's Wahine Build is a community-wide project to mobilize, educate and empower women to build and advocate for affordable housing on Oahu.

From March 3 to May 27, more than 200 women will work side-by-side to build a Habitat home from foundation to finish. It will be the first house in our 35-year history built by all female volunteers.

Women are disproportionately underrepresented on Habitat build sites. Whether because of gender bias or lack of training, they account for less than 30% of our construction volunteers.

Wahine Build offers hands-on training and a supportive learning environment to help women succeed in changing their communities. Women from all walks of life, backgrounds and skill-levels are welcome to try something new by building on a Habitat construction site. Through Wahine Build, Habitat aims to increase the proportion of female construction volunteers to 50% by 2027.

We believe every woman has agency, equity and a strong voice in her home and community. Through marshaling resources and strategic alliances, Wahine Build is a catalyst for achievement for women homeowners and volunteers.

So, roll up your sleeves and join us in celebrating the vital role women play in building strong, diverse communities. We've got a house to build!

## About Honolulu Habitat for Humanity

Driven by the vision that everyone needs a decent place to live, Honolulu Habitat for Humanity was founded in 1988 as an independent affiliate of Habitat for Humanity International. Families and individuals in need of a hand up partner with Habitat to build or improve a place they can call home.

Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. Through financial support, volunteering or adding a voice to support affordable housing, everyone can help families achieve the strength, stability and self-reliance they need to build better lives for themselves.

## our 2022 impact



**156**  
women



**\$80k**  
raised



**890**  
hours



**11**  
days



[Honolulu Habitat 90th Home Dedication Gramberg Ohana](#)