KivaRoc's Fundraising Guide

On Kiva, your loan is crowdfunded $25 at a time by individuals in your community and around the world. There are two parts to your funding campaign: Private and Public.

During Private Funding, (up to 15 days) your friends, family, and customers vouch for you and your business. By lending you $25 on the platform, they are giving you a character reference. They are saying "I believe in this business, and other lenders should too!"

During Public Funding, (up to 30 days) lenders in the Kiva community from all around the world looks at the many loans funding on the Kiva site. They see your photo, video, write-up, and community support and decide whether or not to invest in your business.

When you submit your application, the team at Kiva Headquarters reviews your loan and determines the number (between 10 and 35) of lenders you need during the Private Funding Period based on things like your loan size, credit score, how long you've been in business, and the quality of your photo and narrative section.

Once your loan is posted on the site, your community will have up to 15 days to show their support on the platform in Private Funding. As soon as you reach your number of supporters, your loan automatically transitions to Public Funding, where your community and the Kiva community will have up to 30 days to fund the rest of your loan, $25 at a time.

For More Information
Follow: facebook.com/KivaRoc
Email: KivaRochester@CityofRochester.gov
Visit: cityofrochester.gov/Kiva

Contents

Between your community and the Kiva community, the success of your loan is determined by the wisdom of the crowd, so show the crowd you're worth it!

For More Information
Follow: facebook.com/KivaRoc
Email: KivaRochester@CityofRochester.gov
Visit: cityofrochester.gov/Kiva

KivaRoc's Fundraising Tips

You can do a lot to help your loan succeed, before and during active fundraising. You can leverage your community, the Rochester community, and the Kiva community to fund your loan.

Start off with a high-quality profile

Your narrative section is your pitch to your potential lenders. Between your photo, optional video, and write-up, you have to convince your community and the Kiva community to believe in you and your business. Look over loans that are actively funding in the US now [kiva.org/lend?country=us] and check out the KivaRoc Profile guide [insert link here] for tips on how to craft an effective narrative section.

Prep your community before your loan is posted

Your community is more likely to lend to you if they already know what Kiva is. Before your loan is posted (while you're working on your application & when it's in review) tell your family and friends about Kiva. Have them check out the website and news articles so then the time comes, they already have the information they need to feel comfortable lending to you.

Create an artificial deadline

While you have 15 days during Private Funding, the faster you get your community on, the faster and more successfully the loan funds in Public. This also helps avoid trouble with last-minute tech problems and forgetful family members. Try saying "I need my community to lend by X date, but my personal goal is to get everyone on by Y date. Will you help support my loan?".

List your private lenders

Write down the names of people you can count on to lend you $25 on Kiva. Ask them to lend to you and check them off as they do. Feel free to use page 7 of this guide or your own method to keep track.

Personal is better

It's good to have a wide range of outreach on social media like Facebook and Twitter, but you can't rely only on blanket status updates to draw people into action. Post on facebook, send personal messages and emails, make phone calls, Skype, and talk to people in person. Make sure to stress that you need their help to show support for your business, that it is a **loan, not a donation.**

Ask for support, then follow up

Your language is important. Stress that it is a character reference in the form of a small loan, and as a loan (not a donation) they will get their money back as you repay your loan. Make sure to ask your community members if they will support your loan. Once they say yes, ask when they will support your loan, and then follow up with them on that day. The more specific you can get them to pledge, the more likely they will follow through (for example, someone who says "I will lend to your Kiva loan on Wednesday when I get home from work" is more likely to lend than someone who just says "Sure, I'll lend".)

Frequently thank and update your community

Every time someone lends to you, they are showing their support for you and your business. Each time you reach a milestone, thank those who have helped you so far, update your community about your progress, and send out a call to action.

KivaRoc's Templates

Use these to post on your social media, send through email, reach out to your community. Find more at [link to location of more templates]

Private Funding template

Dear [**friend or group name**],
I am happy to announce that [b**usiness name**] is crowdfunding a 0% interest loan on Kiva. Kiva is a worldwide nonprofit that helps small businesses like mine crowdfund 0% interest loans. In order to get this loan, I need at least [**number**] people from our community to lend a small amount ($25) to us on Kiva by [**deadline**]. This loan acts as a character reference and shows that you support me and my business. My goal is to beat the deadline and get our [**number**] lenders by [**artificial deadline**]. Click this link and lend to support [**business name**]: [**loan link**]
If you have any questions about Kiva, my business, or know someone else who would be willing to support, please feel free email or call me.
I sincerely appreciate your support!
Thank you!

Phone call/conversation guide

- Explain what Kiva is, tell them about your business and what you are using the loan for
- Tell them that it is a loan, not a donation, and that as you pay it back, they will get their money back
- Ask them if they will support your business by lending as little as $25
- Ask them when they will support your business (the more specific the better)
- Offer technical support if needed
- Thank them for their support

Public Funding template

Thank you all for your support!

Because you believe in us, we have the opportunity to pitch to more potential lenders in the the Kiva community. As our first investors, you launched [**business name**] on to Kiva's public funding site, and now our loan is visible to millions of lenders all around the world. Ninety percent of loans that make it onto the Kiva site fully fund. [**business name**] has about a month on the site, and between our community and the Kiva community, we can make it happen. Check out our progress here: [**loan link**] and help us fund our loan 100%!

Short updates

Check out my Kiva loan fundraising right now! [**loan link**]

Help my business grow by lending to my 0% interest loan @kiva: [**loan link**]. Every bit helps – loan as little at $25!

Hey everyone, my Kiva loan is already at 31%. My goal is to reach 40% by the end of day! Please help by visiting [**loan link**] and lending $25 or more. Thanks!

Fundraising alert! There is only 1 week left to show support for my business, [**business name**], on Kiva. Every little bit helps, so please visit this link before [**deadline**] to lend as little as $25: [**loan link**]. If you can, spread the word to your friends, families, and coworkers! This is a loan, not a donation, so you will get your money back as I repay the loan. Thank you for your support!

For More Information
Follow: facebook.com/KivaRoc
Email: KivaRochester@CityofRochester.gov
Visit: cityofrochester.gov/Kiva

KivaRoc Private Funding Prep

Once you are posted, you will need 10-35 lenders from your own community to lend you $25 each as a character reference in the form of a small loan.

Write down the names of people you can count on to lend you $25

		Asked	Lent				Asked	Lent
1	_____	☐	☐		19	_____	☐	☐
2	_____	☐	☐		20	_____	☐	☐
3	_____	☐	☐		21	_____	☐	☐
4	_____	☐	☐		22	_____	☐	☐
5	_____	☐	☐		23	_____	☐	☐
6	_____	☐	☐		24	_____	☐	☐
7	_____	☐	☐		25	_____	☐	☐
8	_____	☐	☐		26	_____	☐	☐
9	_____	☐	☐		27	_____	☐	☐
10	_____	☐	☐		28	_____	☐	☐
11	_____	☐	☐		29	_____	☐	☐
12	_____	☐	☐		30	_____	☐	☐
13	_____	☐	☐		31	_____	☐	☐
14	_____	☐	☐		32	_____	☐	☐
15	_____	☐	☐		33	_____	☐	☐
16	_____	☐	☐		34	_____	☐	☐
17	_____	☐	☐		35	_____	☐	☐
18	_____	☐	☐		36	_____	☐	☐

Number of Lenders Needed: _____

Posting Date: _____

Artificial Deadline: _____

Expiration Date: _____

Have you...

☐ Called each person on your list personally?

☐ Promoted your loan on all your social media?

☐ Put an artificial deadline on your lenders?

☐ Offered technical support to those who might need it?

☐ Asked each person on your list to lend you $25 on Kiva?

kiva

FLOUR CITY-FLOWER CITY·N.Y.· CITY OF ROCHESTER®

For More Information
Follow: facebook.com/KivaRoc
Email: KivaRochester@CityofRochester.gov
Visit: cityofrochester.gov/Kiva