



BUSINESS OUTSIDE THE BOX: TOOLS & RESOURCES FOR GENERATING BUSINESS INCOME DURING COVID-19 WITH NEW MEXICO MAINSTREET

April 16, 2020 Presented by NMMS Revitalization Specialists:
Amy M. Barnhart, Preservation & Non-Profit Resource Development
Robyne Beaubien, Promotion & Image Development

NEW MEXICO MAINSTREET

Engage People • Rebuild Places • Revitalize Economies

New Mexico MainStreet is an asset based community economic development program.

The program's core objective is **downtown revitalization and redevelopment**

- NM MainStreet Districts (30)
- Arts & Cultural Districts (12)
- Frontier & Native American Communities (28)
- Historic Theaters (8)





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USING FACEBOOK TO SELL PRODUCTS

FACEBOOK TOOLS

- Using your FB **business page** to sell
- Using FB **groups** to sell
- Using FB **live/events** for showcasing & selling
- Using FB to sell **gift cards**
- Check out FB **Blueprint** for help with your business page
<https://www.facebook.com/business/learn>

FACEBOOK BUSINESS PAGE

The image shows a screenshot of a Facebook Business Page for '2 Shabby Divas'. The page features a colorful, hand-drawn cover photo with the text '2 SHABBY DIVAS boutique' and 'apparel * jewelry * furniture * home decor'. The page layout includes a left-hand navigation menu, a central 'Create Post' section, and a right-hand section for reviews and a 'Ask' feature.

Profile Information:

- Profile Picture: A circular image of various colored lipsticks.
- Quote: "A girl should be two things, classy and fabulous." - Coco Chanel
- Page Name: 2 Shabby Divas
- Page ID: @2ShabbyDivas

Navigation Menu (Left):

- Home
- Posts
- Reviews
- Photos
- Offers
- Community
- Videos
- Events
- About
- Create a Page

Cover Photo:

2 SHABBY DIVAS
boutique
apparel * jewelry * furniture * home decor

Interactions: Liked, Following, Share, Shop Now, Send Message

Create Post Section:

Write a post...
Photo/Video, Tag Friends, Get Messages

Posts Section:

2 Shabby Divas
52 mins -

Reviews and Ask Section (Right):

- 4.7 out of 5 - Based on the opinion of 65 people
- Ask 2 Shabby Divas
- "Can I check if an item is available?" Ask
- "Can someone assist me?" Ask
- "How much do your items cost?" Ask
- Type a question...
- Chat

See All >



2 Shabby Divas

53 mins · 🌐

Vintage revolving metal nail, bolt bins. In great condition. It has been painted and has new casters. It is about 3' across, with 6 shelves. Every shelf turns easily, and doesn't wobble or stick. Message us if interested!



👍❤️ 12

3 Comments 1 Share 🗨️📄

👍 Like 💬 Comment ➦ Share



2 Shabby Divas

Yesterday at 9:50 PM · 🌐

Easter Giveaway!!! It's going to be hard to not be able to celebrate Easter with a family gathering. So, we hope to brighten your day a little. We are giving away this handcrafted necklace! It is Navajo Pearls, all hand finished, with the hand-forged and hammered cross set with a gorgeous turquoise. \$115 value.

To enter:

Like and share this post

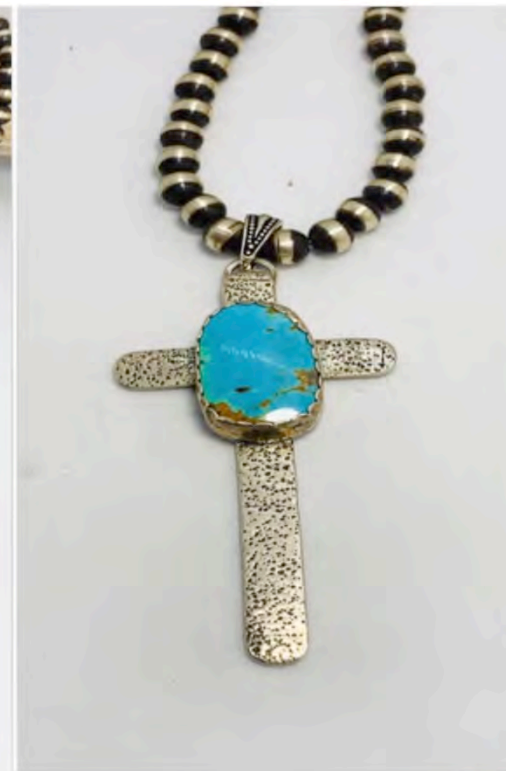
Follow our Facebook

Post your favorite Easter tradition. Something you do every Easter!

You can enter here and on Instagram for 2 chances to win!

We will randomly pick the winner Sunday night at 8:00 MDT

We hope you have a blessed Easter!



👍❤️ You and 54 others

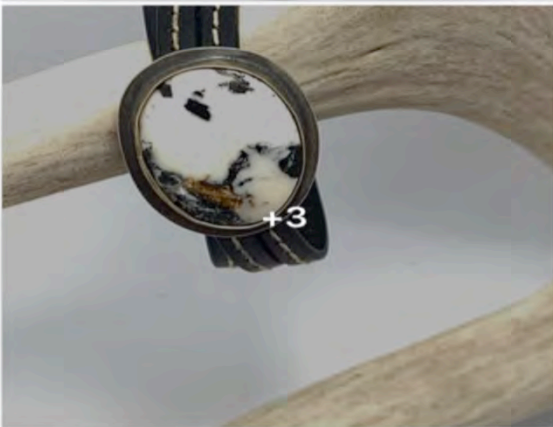
78 Comments 46 Shares 🗨️📄



2 Shabby Divas

Yesterday at 8:41 AM · 🌐

New White Buffalo has been added to our Etsy shop! Link in bio. 15% off and free@shipping



👍❤️ 10

2 Comments 3 Shares

👍 Like 💬 Comment ➦ Share



2 Shabby Divas

Yesterday at 4:03 PM · 🌐

Vintage quilt for sale. It does have some worn places, but it's such a beautiful design. It is 60" by 72". \$24 and 30% off. **SOLD**



👍❤️👍 11

3 Comments 1 Share

👍 Like 💬 Comment ➦ Share



Just Kiln Me Now
@justkilnmenow

Home

Shop

Book Now

Posts

Videos

Photos

About

Community

Events

Offers

Create a Page



Like

Following

Share

...

Book Now

Send Message



Write a post...



Photo/Video



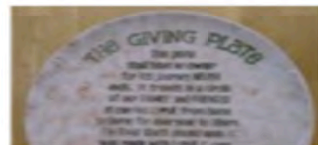
Tag Friends



Check in



Shop



Ask Just Kiln Me Now

"Can you recommend something for me?"

Ask

"How much do your products cost?"

Ask

"Can someone assist me?"

Ask

Type a question...



Very responsive to messages

Chat

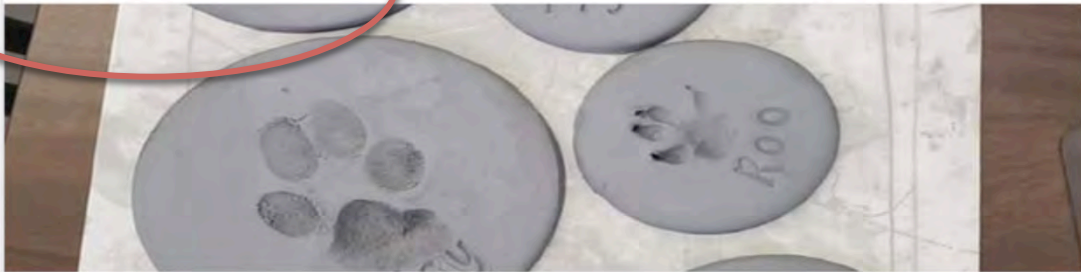


Photos by Just Kiln Me Now



See All >

Upcoming Event



SAT, APR 18 AT 6 PM MDT

Clay Paws For A Cause

Just Kiln Me Now

Vicki

INTERESTED

See All >

Shop · 2



Just Kiln Me Now

Friday at 2:39 PM · ⚙️

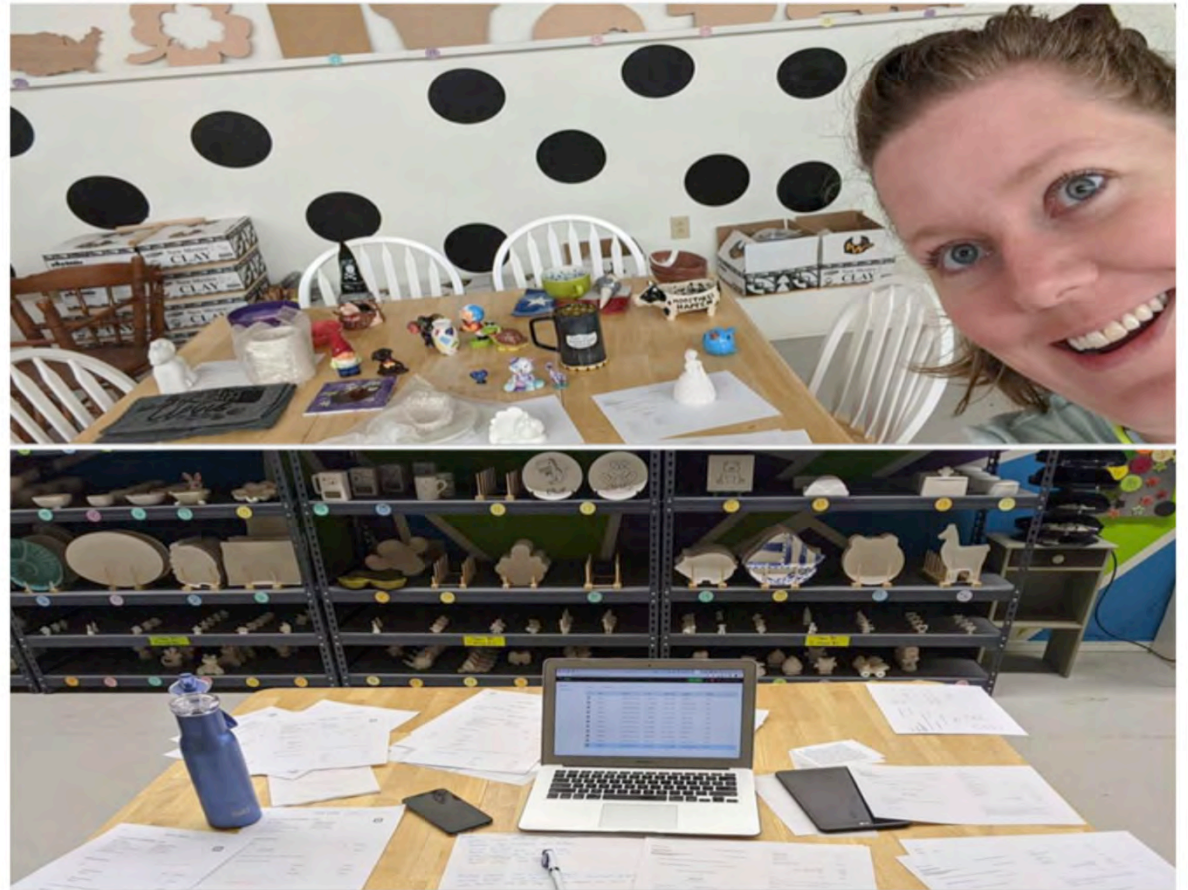
14 deliveries in Clovis today!

✓ 6 new orders

✓ 8 finished orders

+ at least 7 pickups

Thank you to everyone who is able to support the studio at this time! 🙌



RESTAURANTS

Leal's

I Love Leal's

- Home
- Reviews
- Photos
- Posts
- Videos
- Events
- About
- Community

Create a Page

Liked Following Share

FAMILY PACKS
FEED THE WHOLE FAMILY

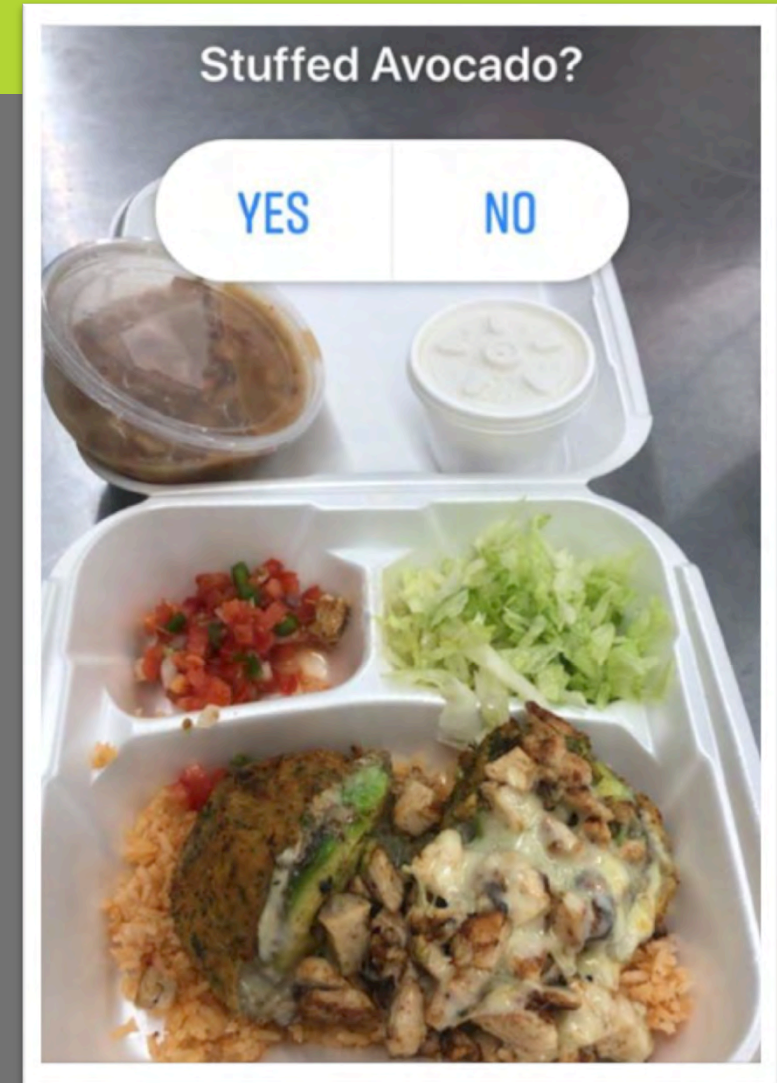
<p>HALF FAMILY PACK 6 ENCHILADAS, 6 CRISPY TACOS, 1 PINT OF BEANS, 1 PINT OF RICE, 1 LARGE CHIPS & SALSA 3 DRINKS. NO SUBSTITUTIONS -\$22.50</p> <p>FAMILY PACK 12 ENCHILADAS, 12 CRISPY TACOS, 1 QUART OF BEANS, 1 QUART OF RICE, 2 LARGE CHIPS & SALSA 6 DRINKS. NO SUBSTITUTIONS -\$45.00</p> <p>TACOS (INCLUDE CHIPS & SALSA) HALF DOZEN CRISPY TACOS- \$13.99 DOZEN CRISPY TACOS- \$27.99</p> <p>ENCHILADAS YOUR CHOICE OF BEEF, CHICKEN, OR CHEESE WITH RED GREEN OR SOUR CREAM SAUCE (INCLUDES CHIPS AND SALSA) HALF DOZEN ENCHILADAS-\$14.99 DOZEN ENCHILADAS-\$29.99</p>	<p>FAJITA PACKS YOUR CHOICE OF BEEF, CHICKEN OR COMBO. SERVED WITH CHEESE, PICO DE GALLO, SOUR CREAM, GUACAMOLE, FLOUR TORTILLAS & BEANS. CHIPS & SALSA FOR TWO- \$27.99 FOR FOUR-\$52.99</p> <p>CRISPY RELLENOS SERVED WITH HATCH QUESO & CHICKEN OR BRISKET HALF DOZEN-\$29.99 DOZEN-\$59.99</p> <p>BURRITO PACKS THREE BRYANT SPECIALS-\$27.99 THREE JOE RHODES-\$29.99</p> <p>FLAUTAS YOUR CHOICE OF BEEF OR CHICKEN (INCLUDES QUESO & GUACAMOLE) HALF DOZEN \$11.99 DOZEN \$24.99</p>
---	--

BY THE PINT
CREATE YOUR OWN VARIETY

<p>BORRACHO BEANS-\$6.99 REFRIED BEANS-\$5.99 RICE-4.89 GUACAMOLE-14.99 QUESO- 11.99 HATCH QUESO-12.99</p> <p>STEW MEAT-\$9.99 CHILI CON CARNE-\$ 9.99 TACO GROUND BEEF-\$ 8.99 SHREDDED CHICKEN-\$7.99</p>	<p>GROCERY PACK 5# BEANS 5# RICE DOZEN EGGS BREAD 5# POTATOES GALLON MILK 5# FLOUR 5# SUGAR</p> <hr/> <p>\$34.89</p>
---	---

GALLON OF TEA -\$5.99 10# BAG OF ICE -\$1.99

WE ARE APPRECIATE YOUR SUPPORT & WILL CONTINUE TO SERVE THE BEST WAY WE CAN FOR AS LONG AS WE CAN!!!!





I Love Leal's

Home

Reviews

Photos

Posts

Videos

Events

About

Community

Create a Page

Liked

Following



I Love Leal's was live.
April 9 at 4:42 PM · 🌐



I Love Leal's was live.
April 10 at 5:01 PM · 🌐

Leal's Curbside on Mabry Drive!!



FB GROUPS

Gone to Market

Private group

About

Discussion

Members

Events

Photos

Files

Watch Party

Search this group

Shortcuts


- Social Distancing S... 19
- Farwell Safari
- BoHome 20+
- #ClovisDelivers 20+
- Home. Garden & Lif... 9

Brook Smith
Admin · March 3

*****CLOSED*****


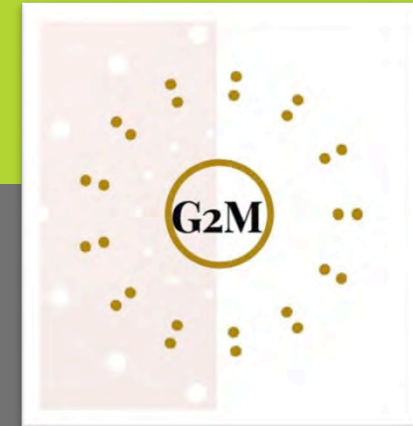
Leopard Printed Flat Slip on Sneakers~\$35

These do not come in half sizes. I am a size 7.5 and ordered down to a 7 and they fit perfect! Otherwise I would say they fit true to size if you are a solid size.... [See More](#)



16 Likes · 74 Comments

Like



Group Guidelines

WE ARE SO GLAD YOU JOINED
PLEASE TAKE A MOMENT TO READ
AND AGREE TO OUR GUIDELINES

G2M Buy-in Group

WELCOME! We are so excited you have joined this BUY IN WHOLESALE GROUP and hope you can find some great deals here on Gone to Market! We are a drama free buy-in group.

- 1.ORDERING IS EASY~ Just comment under the items you will be buying into with your email, size/color, and quantity.
- 2.You will receive your Invoice via email through PAYPAL from Gone to Market



*****ARRIVED AND SHIPPED OUT*****

Pink VS flip flops~ \$16

Comment with email , color by # and size ... See More



Brook Smith

Admin · April 2 at 1:49 PM

ALL PAID ITEMS FROM THE FLASH SALE HAVE NOW SHIPPED OUT 📦



PLEASE KEEP AN EYE OUT FOR YOUR PACKAGES

ONCE ITEMS SHOW TRACKING AS DELIVERED WE CAN NOT BE RESPONSIBLE FOR ORDERS. ... See More



TIPS FOR SALES ON BUSINESS PAGES & GROUPS

- Post pictures of items for sale with prices, first come, first serve via comments
- Post pictures of items for sale and have customers message for pricing
- Post items and link to an Etsy shop
- Do contests
- Cross promote on Instagram
- Use video, live stream, and virtual events

FB LIVE, VIDEOS, AND VIRTUAL EVENTS



Like Following Share

 **Santa Rosa MainStreet**
April 1 at 4:42 PM · 🌐

Online ordering is as easy as 1,2,3. Maintaining social distancing and supporting a local restaurant. Visit The Hutch for excellent food and safe service. #shoplocalsr

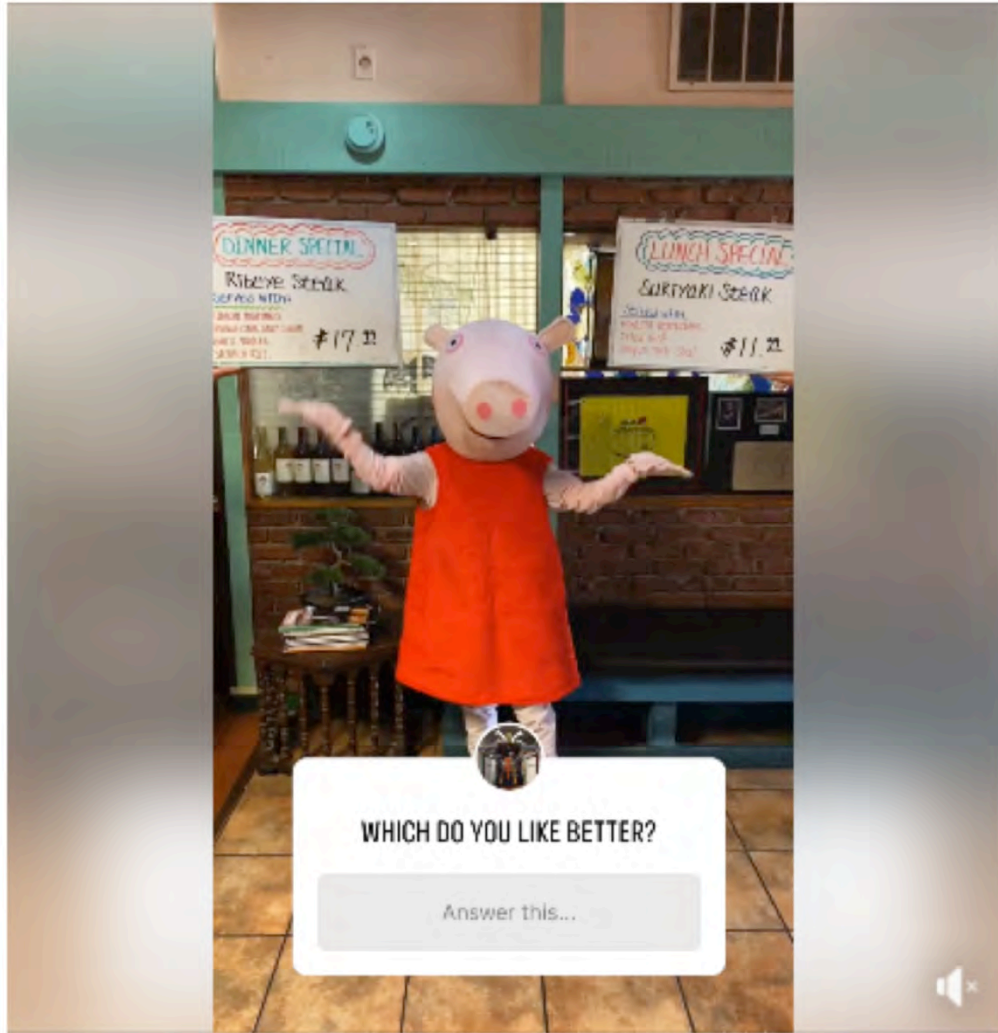
Santa Rosa MainStreet
@srmainstreet

Home
Events
About
Videos
Photos
Posts
Community

Create a Page

- Record a short video highlighting your business products or services
- Create a Live Event and invite people to attend

Which special is your favorite so far?! Is it one of these two?! Give Shogun Japanese Steak House a call at 575 762 8577 to place an order for take out, curbside, or delivery!



431 Views

Shogun Japanese Steak House
April 12 at 12:18 PM

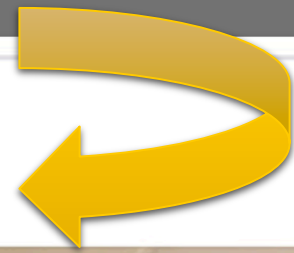
Like Page



I Love Leal's was live.

4 hrs ·

Good Wednesday Morning!!



Watch together with friends or with a group

Start



DULCES ENCANTADOS

JOIN US



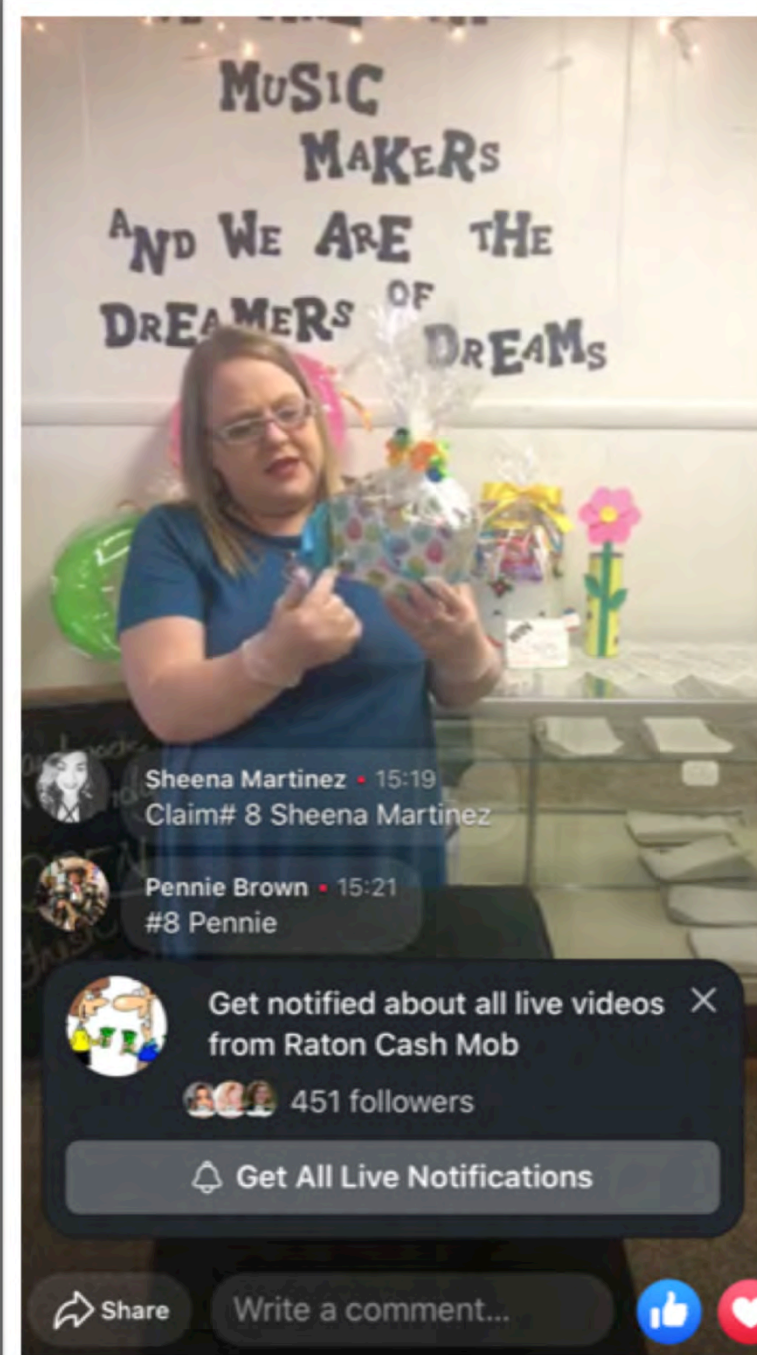
Thursday, April 9 | 6-7 p.m.
Live on Cash Mob FB Page

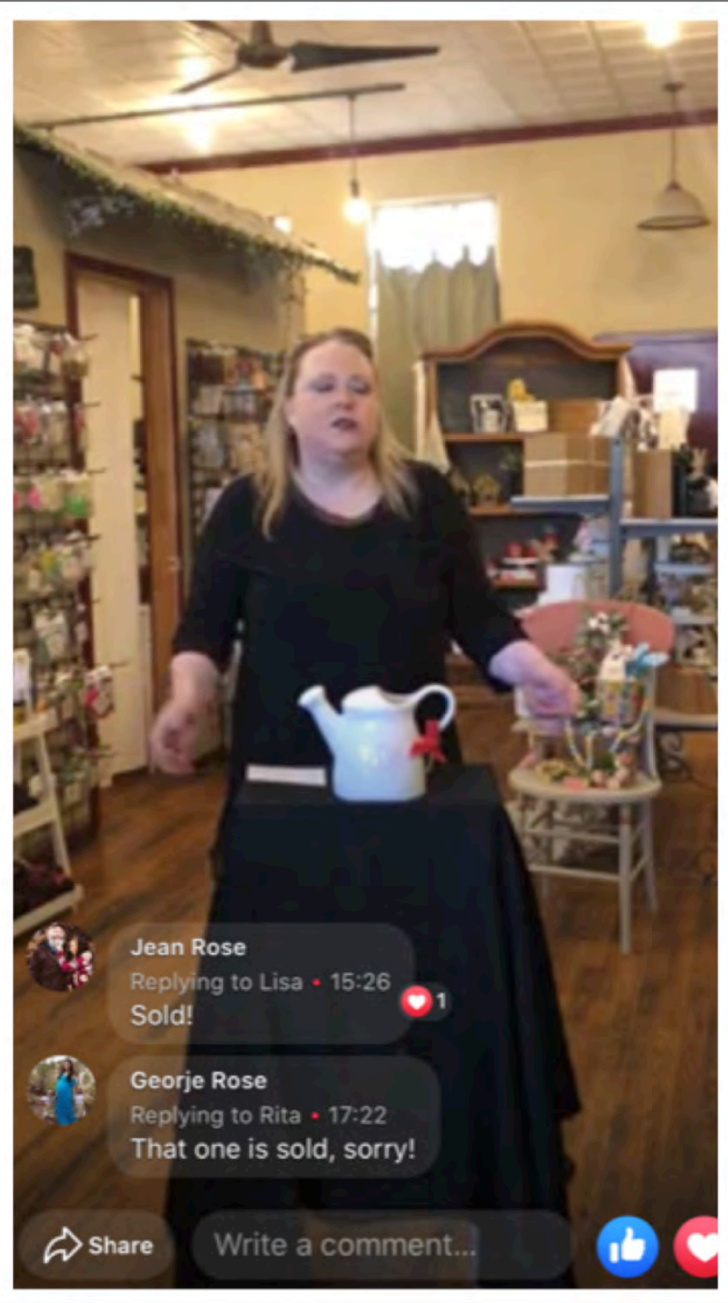
VIRTUAL

CASH
MOB

Presented by
Community Partners

- Cash Mob Crew
- The Center
- MainStreet





To support small business owners, Raton MainStreet, the Center for Community Innovation and Raton Cash Mob invite you to participate in a series of Virtual Cash Mobs!"

What is a Cash Mob? *A cash mob is a group of people coordinated to meet and spend money at a local, independent business at a particular time. At the Center, we're moving this concept online!*

We're asking for customers to pop into virtual open houses with your friends to say, "Hello," to our local shop owners and make purchases.

Merchants will be hosting Zoom calls or using Facebook Live. Some merchants will use their own payment portal, while others will use GoFundMe.

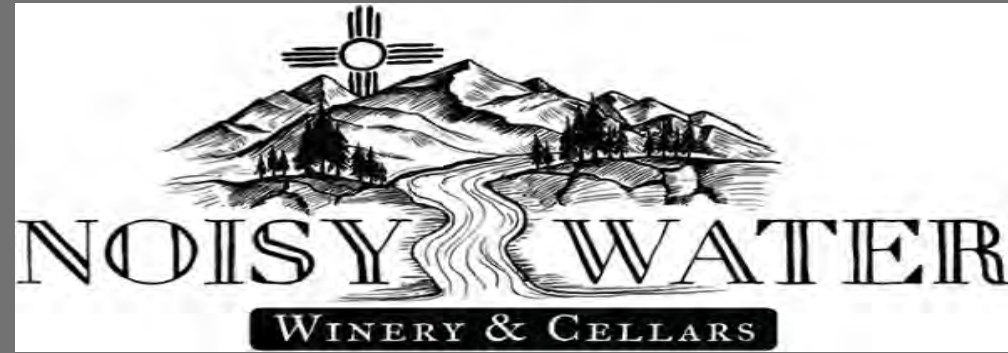
Facebook Live Campaign - 70 Bottles Sold
*trackable with promo code

Integrate Social Media Platform - Better manage inventory with flash sales, reach out to existing customers, build new relationships, feature new product offerings and services.

New Delivery Program - \$1 shipping program (justified with margins, quantity, and promotions)

Online Sales - Increase \$156% past two months (April 2020 has surpassed December 2019) Video Content = FB \$pend

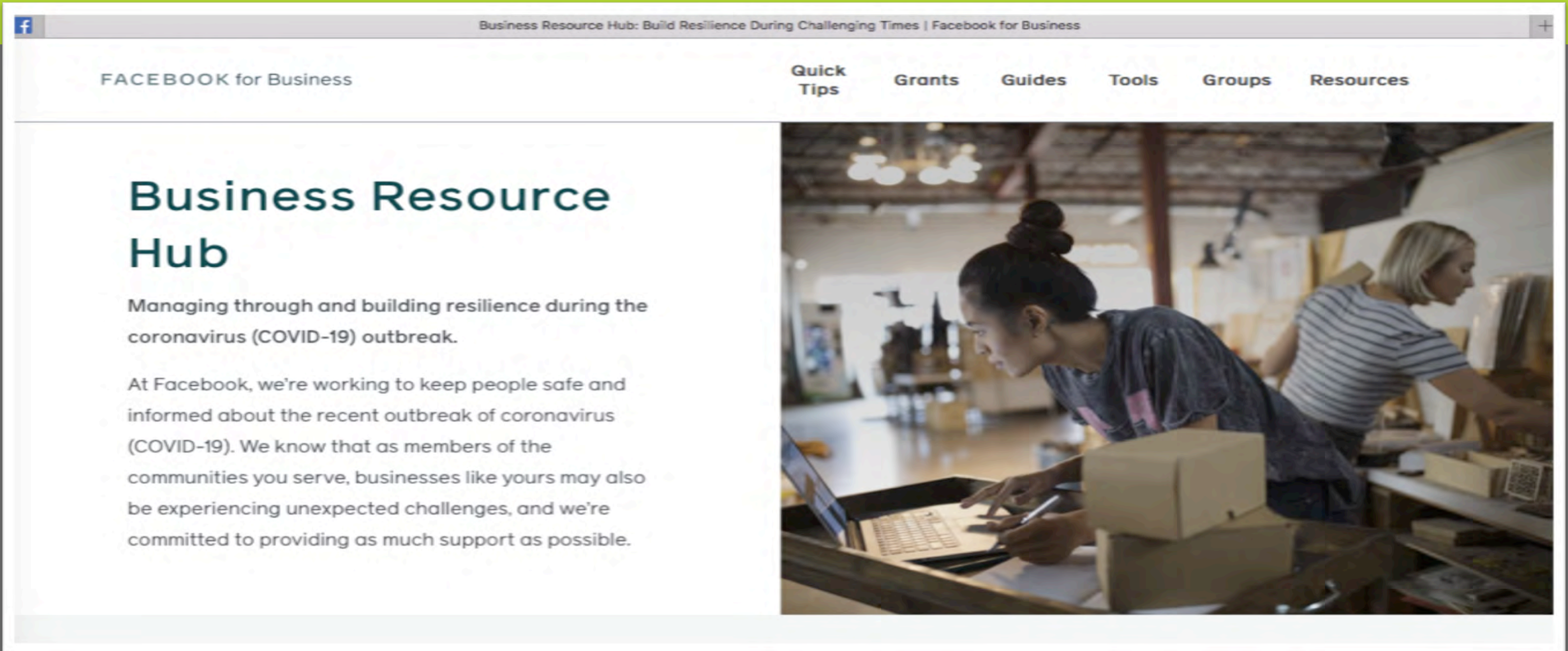
Website traffic — 32k visitors to website (500% increase) from interactive Easter Egg Hunt.



TIPS FOR VIDEO AND LIVE EVENTS

- Get the word out to existing customers
- Have a promotion code for the event to track sales
- Have a plan for payment
 - Square
 - PayPal
 - Email Invoice
 - GoFundMe
- Have a plan for delivery/shipping/pick-up
 - Please follow all health orders and make appropriate arrangements
- Use the time to teach customers about your products and services – be the expert

NEW FACEBOOK BUSINESS HUB



<https://www.facebook.com/business/boost/resource>

Here are 5 steps you can take today:



Keep yourself safe and informed.



Stay in touch with your customers.



Bring your business online.



Prepare a customer service plan.



Provide a list of frequently asked questions (FAQs).



Give more people a way to support your business with gift cards.

Set up a gift card with one of our partners so people can find and support your business

Get Started



1. Select partner

Browse the partners below and select the one you'd like to set up your gift card with. Select 'Set Up Gift Card' under the partner you choose.

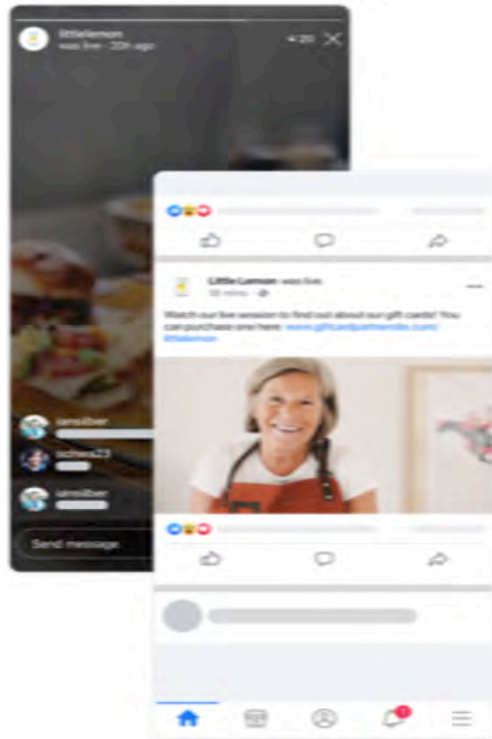


Set Up Gift Card



Set Up Gift Card

Get even more eyes on your gift card.



Share a post

Post about your gift card so people know about it. You can get the link to your gift card on your partner site. [Download templates](#) to use in your posts.

Create a story

[Create a story](#) about your gift card to generate even more awareness.

Try going live

Call out how to buy your gift card in a [Live session](#) to your followers.

NMEDD BUY LOCAL WEBSITE



www.buynmlocal.com



www.gonm.biz

CREATING AN ONLINE STORE WITH SQUARESPACE

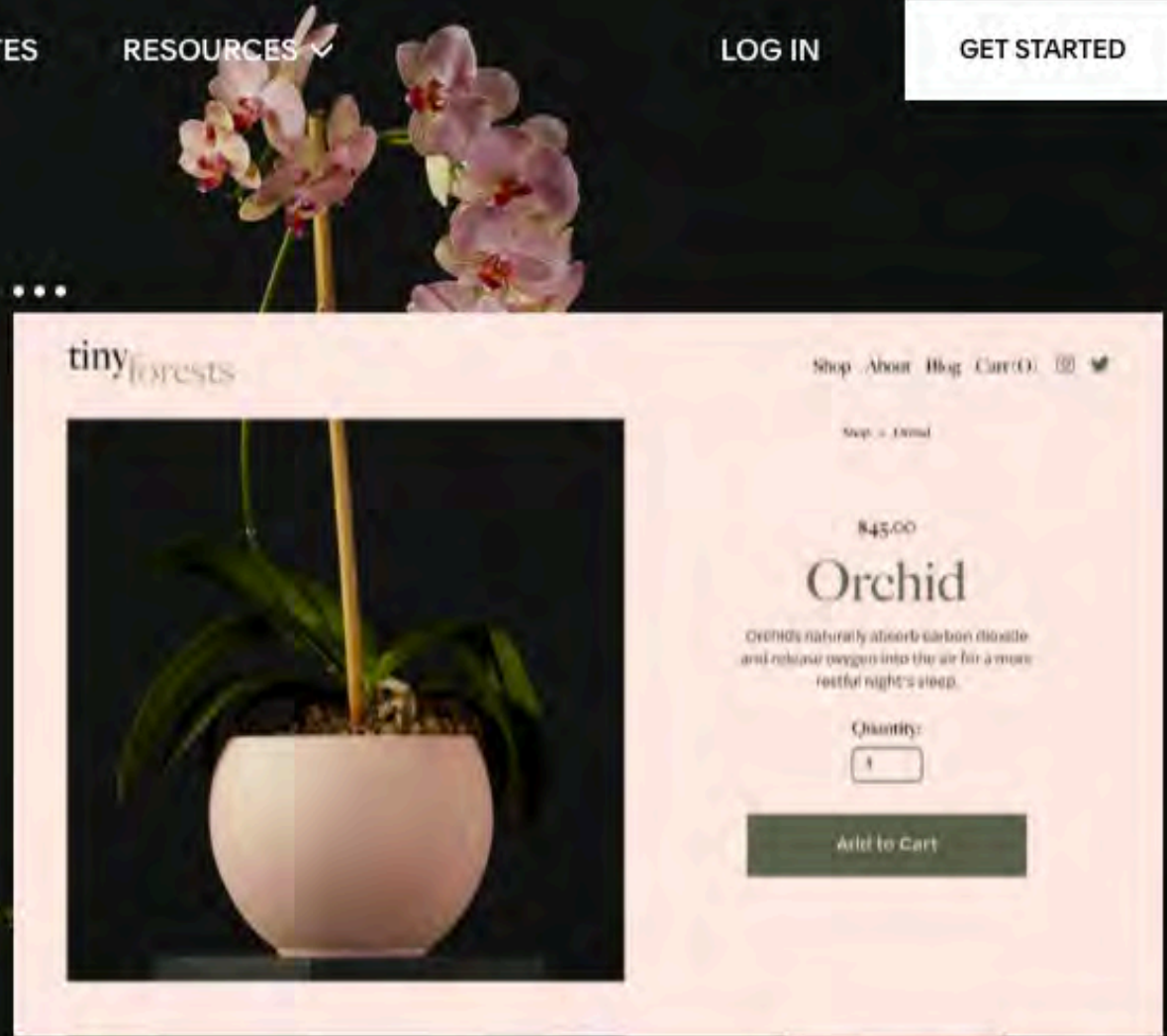
Robyne Beaubien, NMMS Promotion & Image Development

SELL ANYTHING

All you need to power your online store

Whether you're just getting started or are an established brand, our powerful platform helps your business grow.

GET STARTED





Just Kiln Me Now
@justkilnmenow

Home

Shop

Book Now

Posts

Videos

Photos

About

Community

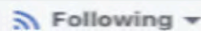
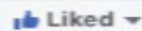
Events

Offers

Create a Page



Order online www.justkilnmenow.com



Book Now



Send Message



Write a post...



Photo/Video



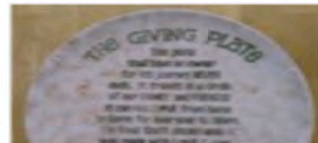
Tag Friends



Check in



Shop



Ask Just Kiln Me Now

"Can you recommend something for me?"

Ask

"How much do your products cost?"

Ask

"Can someone assist me?"

Ask

Type a question...



Very responsive to messages

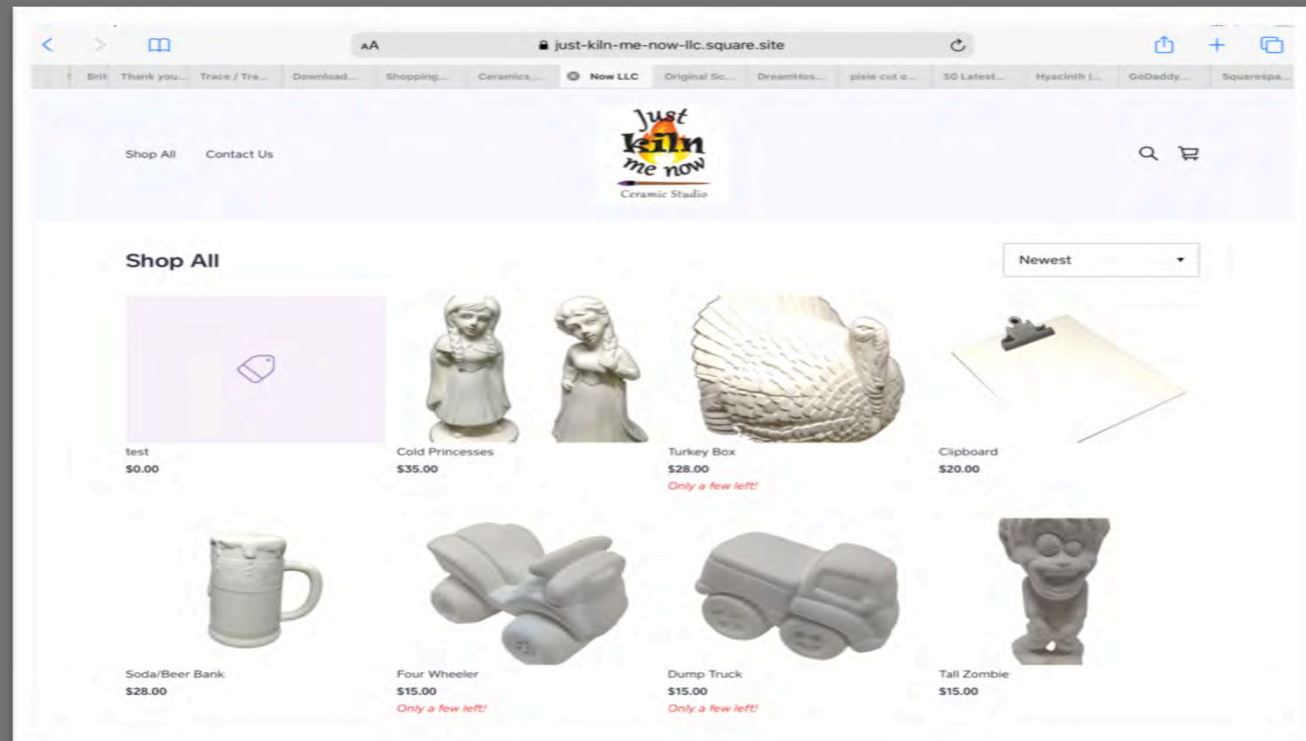
Chat

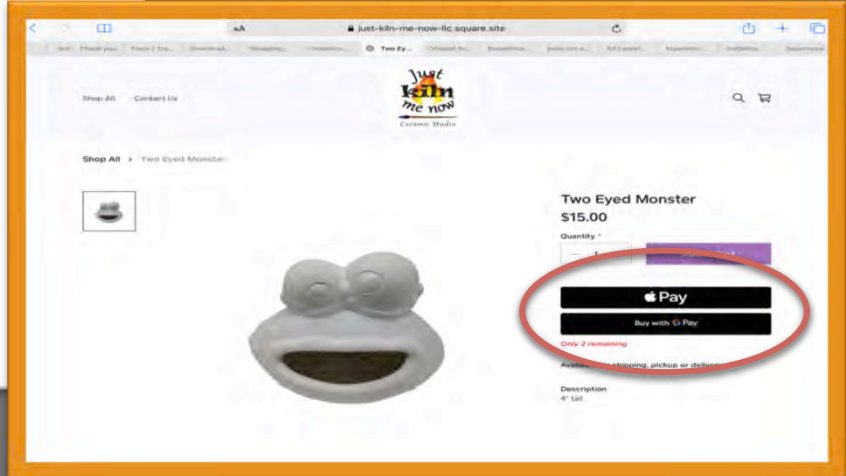
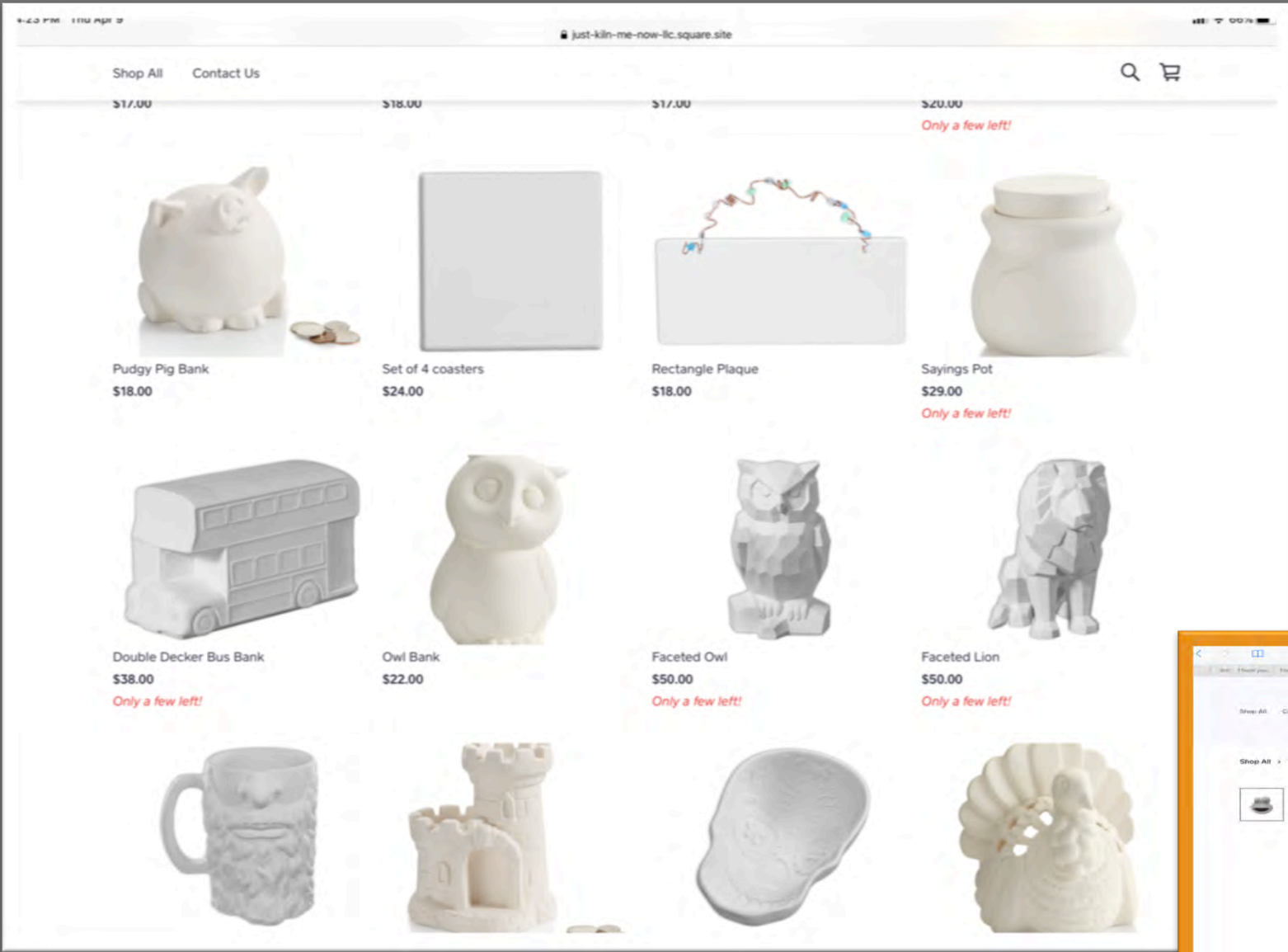


SQUARESPACE

- Easy to set-up eCommerce website
- Four plans ranging from \$12-\$40 a month
- Customizable templates
- Use your own domain name

[https://
www.squarespace.com](https://www.squarespace.com)







Just Kiln Me Now

March 31 at 8:31 PM · 🌐

Princesses are in stock online! Order on the website and you can be painting this weekend. www.justkilnmenow.com

Code JUSTKILNMEATHOME for free delivery to Clovis, Cannon or Portales.



Princess Belle

\$18.00



Princess Sophia

\$17.00



Princess Snow White

\$18.00



Mermaid Figurine

\$17.00



- Drive business to your store via social media.
- Ship products quickly to ensure happy customers!

ONLINE STORE TIPS

- Find solutions with what you are already using
- Use social media to interact with customers
- Create virtual events that encourage people to shop online
- When creating an online store
 - Keep product descriptions short and accurate
 - List dimensions and/or show a comparison to a known product in pictures
 - Know the current health order guidelines for delivery/shipping/pickup based on your business
- Collect email addresses of customers to create an email list (Direct email is still the number one way to interact with customers!)

CROWDFUNDING

Amy M. Barnhart, NMMS Preservation & Non-Profit Resource Development

WHAT IS CROWDFUNDING?

crowdfunding

[ˈkroudˌfʌndɪŋ] 

NOUN

crowdfunding (noun) · *crowd-funding* (noun)

the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.

"musicians, filmmakers, and artists have successfully raised funds and fostered awareness through crowdfunding"

Four Types of Crowdfunding

- Equity
- Debt
- Rewards
- Donations

GoFundMe.com

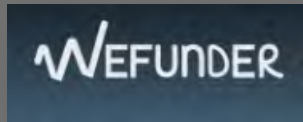
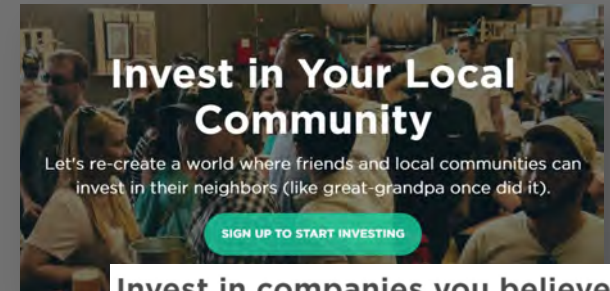
- "Crowdfunding harnesses the power of social networks and the internet to give people the means to raise funds, help others overcome hardship, and meet aspirational goals. With crowdfunding, you can help a friend or help an entire community. You can do everything from pay for your own surgery to fulfill a student's dream of attending college—and so much more."

Fundable.com

- "Crowdfunding is a method of raising capital through the collective effort of friends, family, customers, and individual investors. This approach taps into the collective efforts of a large pool of individuals—primarily online via social media and crowdfunding platforms—and leverages their networks for greater reach and exposure."

EQUITY CROWDFUNDING

- Gives funders equity in your business
- You set the terms of how much equity you are willing to give up
- Different equity options, such as stocks (with or without dividends) and convertible notes
- 2017 law called Regulation Crowdfunding allows everyone to invest in startups



Invest in Proper Good
90-second meals made with bone broth, og added sugar and functional ingredients
EATPROPERGOOD.COM ROZEMAN MONTANA

PROPER GOOD
happy spoon. happy you.

As busy people, we simply could not find quick and easy meals with ingredients that we approved of. So, we made them. We make seriously tasty meals in transparent pouches so you can see the good stuff - ready to eat in 90-seconds.

Invest via a Future Equity Agreement @ \$5.5M valuation cap @ see more terms & learn more see investor perks from \$250 to \$10,000

\$72,875
of a \$50,000 - \$250,000 goal from 75 investors

\$100 min [Invest](#)

REMINO ME

CLOSING APRIL 17 @ 11:59PM EST
03 11 33 11
days hours minutes seconds

Meow Wolf raised over \$1M within 48 hours. They later raised \$150M+ in venture capital.

REWARDS CROWDFUNDING

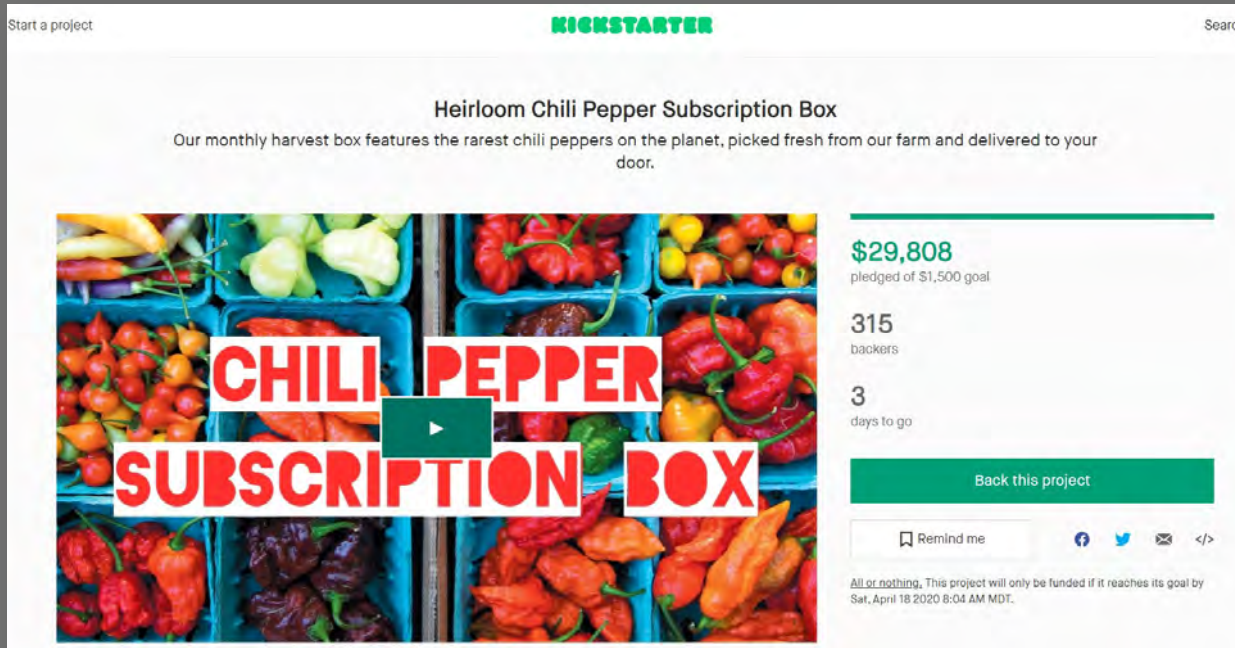
- Donors are rewarded with incentives
- Could be as little as a thank you card to as much as flying out a VIP contributor for day with your company
- Don't have to pay back a loan and backers are usually excited to help spread the word about your product

Hello Kickstarter!

At [Homesweet Homegrown](#), we are addicted to all things spicy---and we are thrilled to share our Certified Naturally Grown peppers with you all for our 2020 Chili Pepper Subscription Box.

At our 3+ acre farm in Kutztown, PA, we grow more than 40 types of rare peppers of all heat ranges and flavor profiles, and ship them across the country so chili heads just like you can experience the amazing flavor and pepper-high you can only get from eating fresh chili peppers.

Each box comes with recipes to smoke, pickle or freeze your peppers so you can enjoy them anytime of year. Stock up now and you can be enjoying a Ghost Pepper chili at your next Superbowl party, or add smoked aji limon pepper oil to your next pizza night. Peppers freeze beautifully, with all of their original flavor, health-benefits, and heat intact, so you can slice up peppers right out of the freezer and enjoy them on everything (like we do!), anytime you want.



The screenshot shows the Kickstarter page for the 'Heirloom Chili Pepper Subscription Box'. The page features a header with the Kickstarter logo and a search bar. Below the header, the project title 'Heirloom Chili Pepper Subscription Box' is displayed, followed by a description: 'Our monthly harvest box features the rarest chili peppers on the planet, picked fresh from our farm and delivered to your door.' A large image of various colorful chili peppers in blue containers is shown, with a video player overlay that says 'CHILI PEPPER SUBSCRIPTION BOX'. To the right of the image, the campaign progress is shown: '\$29,808 pledged of \$1,500 goal', '315 backers', and '3 days to go'. A green 'Back this project' button is visible, along with social media sharing icons and a 'Remind me' button. At the bottom, the estimated delivery date is 'Sep 2020' and the shipping location is 'Only United States'. The number of backers is listed as '95 backers'.

Pledge \$55 or more

KS Exclusive: Chef-Curated Harvest Box

From Momofuko to Gramercy Tavern, we've sold to some of the best chefs in the country at our market stand in NYC. This box will feature their most sought-after selections along with recipes from our chefs.

A Kickstarter Exclusive!

You'll get 6 different varieties of chef-curated peppers---all organically grown from our farm. Each box include 6 half pints of different chili peppers, along with recipes, freezing/storage/pickling/fermenting/cooking tips and a detailed history of each pepper. Ships anywhere in the US!

ESTIMATED DELIVERY
Sep 2020

SHIPS TO
Only United States

95 backers

Pledge \$140 or more

Chili Pepper Harvest Box: Quarter Share

(Save 15%+ off retail)

Experience 18 different varieties of rare heirloom peppers, organically grown from our farm. Sent out in three shipments, throughout the harvest season (September through November), CSA members will receive a monthly box bursting with six different chili peppers of all levels of the Scoville scale, including our hottest and rarest varieties of peppers.

Each month throughout the harvest season, you'll receive 6 different half pints of scorchingly hot peppers organically grown by us. Each box will include recipes, freezing, storage, pickling, fermenting, cooking tips and a detailed history of each pepper!

ESTIMATED DELIVERY
Sep 2020

SHIPS TO
Only United States

64 backers

Pledge \$1,000 or more

Organic Harvest Brunch for 6 at the Farm

Host your next event or gathering at our beautiful farm, located just 2 hours from NYC. We'll provide a catered, organic farm-to-table brunch for 6 at our pepper farm, featuring ingredients picked that day! Plus, take home your own picked peppers from our field.

ESTIMATED DELIVERY
Sep 2020

Limited (12 left of 12)
0 backers

REWARDS CROWDFUNDING

African Fusion Food Delivery

Explore the world, led by your taste buds, with ADIBON Cloud Kitchen. We create delicious meals during a time of physical distancing.



Project We Love Restaurants Fargo, ND

\$2,201

pledged of \$2,800 goal

29

backers

43

hours to go

Back this project

Save



All or nothing. This project will only be funded if it reaches its goal by Thu, April 16 2020 1:17 PM MDT.

Where Your Investment Goes

We want to grow our business and move from a food truck to running our own cloud kitchen and delivery service. To do this, we need to raise money for kitchen equipment and increase our delivery efficiency and capacity. Your support will help us purchase the necessary equipment to cook great food and the technology to enable us to deliver that food to you.

Physical Distancing

The new age of social distancing is changing how we eat and experience food. We want to introduce the Fargo-Moorhead community to the culture of African fusion food delivered to your door. **Travel the world with your stomach without having to leave home.** Your support will help us open our "cloud kitchen" to cook, deliver, and cater in the Fargo-Moorhead area.

Pledge \$10 or more

African Recipe

Bring ADIBON into your own kitchen. I will email you one of our most popular recipes so you can cook African food at home.

INCLUDES:

- Digital recipe

ESTIMATED DELIVERY

Jun 2020

6 backers

Pledge \$35 or more

Try ADIBON - Meal for 2 Delivered to You

Try ADIBON with a meal for two delivered to your home.

We will send you different meal options to choose from and customize the order based on your dietary restriction. You can also choose to order a meal for friends or family in the Fargo-Moorhead area.

INCLUDES:

- Digital recipe
- Meal for 2

DEBT CROWDFUNDING



- Business raises money that it pays back (loan)
- Don't look at the same factors to qualify a borrower that a traditional bank does
- Lower priority: credit history, length of business existence, and level of risk to lenders
- Larger the loan, the more qualifications needed
- Borrowers required to recruit 5-30 lenders before their loan is posted publicly to the site



Judy
Wexford, PA

A loan of \$15,000 helps me to keep my small business running during the COVID-19 pandemic. [Read more](#)

\$8,900 to go

\$25

2x matching by Deutsche Bank America...



Melissa
Saint Simons Island, GA

A loan of \$15,000 helps keep my business going online during the Covid-19 pandemic. [Read more](#)

\$6,525 to go

\$25

2x matching by Deutsche Bank America...



Thomas
Ferndale, MI

A loan of \$4,000 helps us to prepare to impact many more lives when this pandemic breaks. [Read more](#)

\$2,350 to go

\$25

2x matching by Deutsche Bank America...



100% funded

45 days left \$0 to go

Total loan: \$2,500
Powered by 15 lenders

Jackie
Vintage Secrets LLC

[Canonsburg, PA, United States](#) / Retail

A loan of \$2,500 helps keep our 37-vendor shopping mall current on monthly expenses during our COVID-19 closure.



Loan length:
24 months

Repayment schedule: Monthly
Disbursed date:
Disbursed after fully funded on Kiva.
Funding model: Fixed
Currency exchange loss: N/A
Endorsed by Trustee: No Trustee Endorsement
Is borrower paying interest? No
Risk rating: Unrated

Why Kiva?

96.6% repayment rate
It's a loan not a donation; so when you're repaid you can use the money again.

100% goes to the field
Your voluntary donations and our incredible partners make this possible.

1.9 million lenders

\$1.4 billion in loans

76 countries


DONATION CROWDFUNDING



- Not required to pay back funds or provide rewards
- Sites are primarily known for raising funds for individuals
- Supporting businesses via these channels is new
- You can offer rewards, but GoFundMe doesn't guarantee them, nor process them

Goat Yoga Chicago GoatFundMe #SmallBusinessRelief



 Danielle Kerr is organizing this fundraiser.

Created 7 days ago |  Business & Entrepreneurs

\$1,510 raised of \$1,750 goal

34 donors 61 shares 34 followers

Donate now

Share

 Kelly Sohn
\$75 · 3 d

 Alicia Ross
\$25 · 3 d

 Michelle Wals
\$25 · 4 d

Updates (1)

TODAY by Danielle Kerr, Organizer

We are humbled by all the love and support of our friends, family, and clients! From the bottom of our hearts, thank you! These words will never fully express what your generosity means to us. We exceeded our initial goal of \$500 in less than 24 hours. Incredible! As the situation with Covid-19 continues to develop, we will be leaving the fundraiser open for a bit until we know for sure when we will be able to reopen. Please share with your friends, family, or colleagues who may have a passion for goats or yoga or both :) With love and hugs to all, The Kerr Family



This one is FOR THE GOATS! COVID-19 has taken its toll on many families and small businesses. Sadly, Goat Yoga Chicago @ReverseTheKerrsFarm was not immune to its effects. Which is why we are asking for your help to feed and care for the goats during this uncertain time. So many people have made special connections and fallen in love with many of our goats. Thor is a fan favorite, he is so small but so mighty. Javi has captured hearts with his charming personality and wit. Theo gives you kisses while you graciously scratch his belly in return.

Our family has fought hard to build our business and support many in the midst of their battles with anxiety, depression, PTSD, and other #mentalhealth challenges. Our mission has always been to create something good and beautiful out of the pain and sadness we experienced fighting depression within our own family.

Which is why we refuse to give up now! Just as we did before, we plan to come out of this challenge stronger. While we are away, we are still working behind the scenes to keep Reverse the Kerrs Farm healthy and strong. When this is all over, we will need #goatyoga more than ever!

As a small business, we rely on goat yoga ticket sales to fund the needs of our #goats and pay for basic day to day expenses on the farm. We have done our best to reduce expenses and use personal funds to cover many of our monthly bills, and we will continue to do so in order to keep the dream alive! This #SmallBusinessRelief fundraiser is a great opportunity in that **GoFundMe will match up to \$500 in donations!** These funds will allow us to continue to care for the goats properly for the next few months. The funds will be used toward goat feed, hay, medicine, utilities, and veterinary bills (Thor *pictured* spends a lot of time with Dr. Bill).

Please know that no amount is too small! Your \$5 or \$10 donation will bring us one step closer to our goal and the \$500 matching grant provided by GoFundMe and its partners!

We thank you for your continued love and support while we send prayers of joy, health, and happiness your way!

With heartfelt love and thanks, baaamaste my friends!

The Kerr Family and the Goat Yoga Chicago Team

WHAT TO LOOK FOR (OR BE AWARE OF) WHEN CHOOSING A CROWDFUNDING PLATFORM

- Look and Feel
- Ease of Use
- Payment Processing*
- Fees*
- Marketing and Social Networking Capabilities
- Traction
- What will engage your backers? What will they respond to? What will they support?
- Some sites only pay out if you raise the full amount. Other's pay out as you go.
- Some sites have set fundraising time periods. How much time do you need?

*WeFunder: 7.5% of total fundraise fee · · Kickstarter: 5% of total fundraise fee & 3-5% payment processing · · Kiva: 0% for US
· · GoFundMe: 2.9% + .30 (per transaction) payment processing

BUILDING A SUCCESSFUL CROWDFUNDING CAMPAIGN: CREATE YOUR FUNDRAISER

Begin with a realistic goal

- Choose something achievable, gain momentum and then aim for more!
- If your financial needs grow, increase your goal.
- If you are struggling with hitting your goal, consider reducing it.
- Show a detailed cost breakdown of where funders money is going.
- Build payment processing and fees into your fundraising goal.

Support Painted Lady Staff



Jennifer Dowds is organizing this fundraiser.

Created March 19, 2020 | Community & Neighbors

\$4,160 raised of \$5,000 goal

58 donors 209 shares 58 followers

[Donate now](#)

[Share](#)

Antoine Gardner
\$50 - 7 d

Shanna Hernandez
\$25 - 11 d

Mel & Frank Erchick
\$50 - 12 d

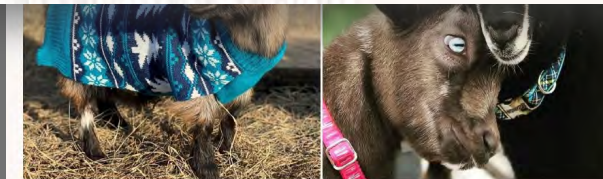
[See all](#)

In this time of

These are the ones happily greeting you when you walk through the door and have that drink ready before you take a seat. They cook you up your favorite meal. They are the one's that want to hear about your day, give advice during hard times and celebrate the good times. They are the ones you come to to see.

It's our time to show them our appreciation and give whatever we can during this difficult time. Whether you are a regular, pop in from time to time or just want to support, please consider a donation. Anything from small to large is a great help to get them through this.

All donations will be distributed to the hardworking staff!



Danielle Kerr is organizing this fundraiser.

Created 7 days ago | Business & Entrepreneurs

BusinessRelief

\$1,510 raised of \$1,750 goal

34 donors 61 shares 34 followers

[Donate now](#)

[Share](#)

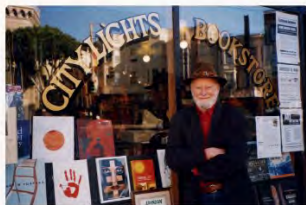
Kelly Sohn
\$75 - 3 d

Alicia Ross
\$25 - 3 d

Michelle Walsh
\$25 - 4 d

[See all](#)

Support COVID-19 fundraisers on GoFundMe (13,669)



SAN FRANCISCO, CA
KEEP CITY LIGHTS BOOKS ALIVE

A Message from Elaine Katzenberger, Publisher and CEO ...

Last donation 24m ago

\$469,031 raised of \$300,000



CHICAGO, IL
Lettuce Employee Emergency R...

We have been blown away by the response from our community a...

Last donation 1h ago

\$244,011 raised of \$750,000



NEW YORK, NY
Le Bernardin & Aldo Sohm Wine...

LE BERNARDIN & ALDO SOHM WINE BAR FAMILY FUND The c...

Last donation 1w ago

\$226,222 raised of \$200,000

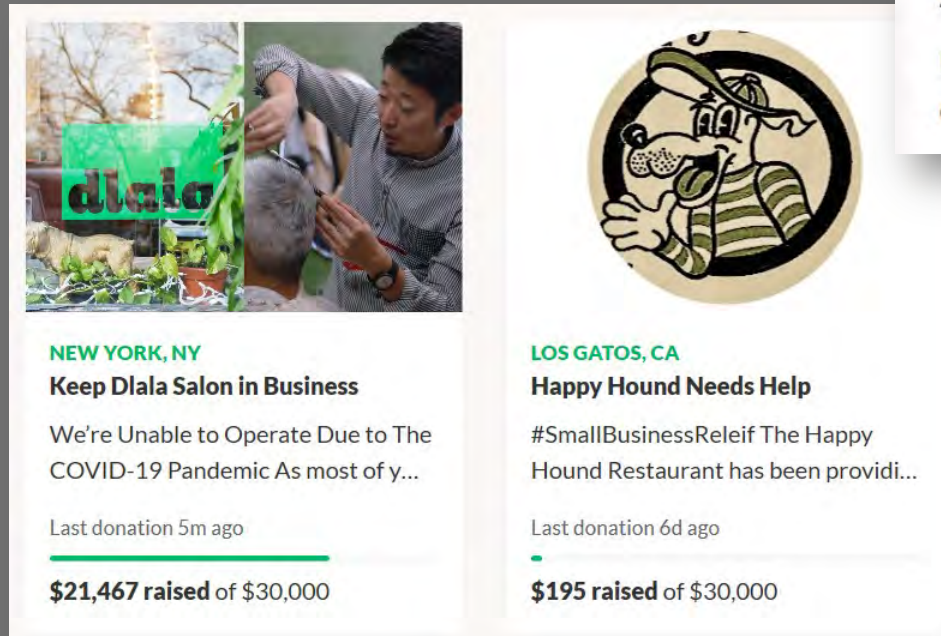
BUILDING A SUCCESSFUL CROWDFUNDING CAMPAIGN: CREATE YOUR FUNDRAISER

Use a title that tells a story

- Choose something that makes people want to learn about, support and share your cause
- Short, descriptive, inspiring, easy to find
- Four to eight-word titles raise the most funds
- Use your business name so it is easily searchable
- Use the title as a hashtag as well #keepcitylightsbooksalive

KEEP CITY LIGHTS BOOKS ALIVE

Support Painted Lady Staff



NEW YORK, NY
Keep Dlala Salon in Business
We're Unable to Operate Due to The COVID-19 Pandemic As most of y...
Last donation 5m ago
\$21,467 raised of \$30,000

LOS GATOS, CA
Happy Hound Needs Help
#SmallBusinessRelief The Happy Hound Restaurant has been providi...
Last donation 6d ago
\$195 raised of \$30,000

CULVER CITY, CA

SAVE THE DINER #SmallBusiness...

In this time of uncertainty, community is everything. We are ...

BUILDING A SUCCESSFUL CROWDFUNDING CAMPAIGN: CREATE YOUR FUNDRAISER

Tell your story

- Make it personal and compelling
- Be honest and open, like you are speaking to a friend
- Make it easy to skim, use headlines, subheadings, bolded text
- Answer basic questions: What happened? To whom? Why is this important? What is your business?
- Read similar fundraisers that reached their goals for inspiration
- Ask someone else to read your story before you post it
- Provide a mailing address in case people prefer to mail in donations
- Descriptions of 400 words or less receive the most donations

After COVID-19

Then it hit. You couldn't escape news of the coronavirus. The phone started ringing. Soon, all reservations for the months of March and April were eventually cancelled and refunded (including a few reservations going all the way to October 2020). That equates to 56 room nights at a lost revenue totaling \$8,222.77. That's quite a bit for a small operation like ours. A lot of these guests will, we hope, re-book once everything goes back to normal; but the immediate loss has to be recovered as quickly as possible.

>>> What will the funds be used for?<<<<<

The funds from this campaign will be immediately used to help right the ship and get us back on track. It will help pay our monthly bills and mortgage, keep the hammers hammering at ~~Pink Warrior House~~, and allow more totally-psyched brides to race down our brick paths as soon as social distancing turns to social re-connecting!

I have had the huge privilege of spending 33 years at City Lights, learning the crafts of bookselling and publishing, working on a project that feels irrefutably meaningful. During all that time, it has never once seemed possible that our momentum could falter and our project could fail, but we're all in uncharted terrain now. City Lights is faced with formidable challenges at present: our bookstore has been closed to the public since March 16, and must remain closed for an indefinite period of time. Unlike some shops, we're unable even to process online orders, since we want our booksellers to remain safely at home. **With no way to generate income, our cash reserves are quickly dwindling, with bills coming due and with a primary commitment to our staff, who we sent home with full pay and healthcare, and who we hope to keep as healthy and financially secure as possible.**

I want to reassure you that we're doing everything in our power to keep City Lights intact, and to position this beloved institution to play a vital role in what is for now a very uncertain future. We know how much we're all going to need this place again, this home away from home where we can find each other once more, in person and in books.

Hi everyone! We miss seeing you all so much! If you don't know us already, we own Article Consignment in East Sacramento and we've been in business for over 10 years! As a boutique we offer a place to find quality and couture fashion at a great value. And as consignment we provide a place where the local community can turn their fashion into money in their bank account. Since 99% of our inventory comes from our community we are the ULTIMATE version of a local, small business. When you buy from Article your money stays in the community.

2 weeks before COVID-19 hit our area we expanded our boutique into an adjacent space in our shopping center. We purchased computers, software, fixtures, added utilities, and absorbed additional rent. We were excited and our customers were ecstatic. Then we were forced to close our showroom.

We've been working really hard to load inventory onto our website and our social media channels but we know that many of you would rather wait to shop in person and we totally get that! We've also had many people ask what they can do to help so that we can pay the rent & electricity and be able to re-open the doors as soon as the crisis allows.

We just learned that if we can get to \$500, GoFundMe, along with their corporate donors will match \$500 which we can use toward our utilities for this month. We're NOT asking for a donation - we're actually going to convert your money into store credit or a gift certificate. Once you send ANY amount through this GoFundMe, just send us a message on Instagram or Facebook and we'll coordinate with you on how you would like the money applied. We can mail you a gift certificate, apply it to an online purchase, or save it until we re-open.

Thank you so much for your support. We started our business during the recession 10 years ago and we're confident that we'll be able to weather this storm and be even stronger in the long run! We're overwhelmed by the supportive messages we've already received and we know that we'll get through this together!
#SmallBusinessRelief

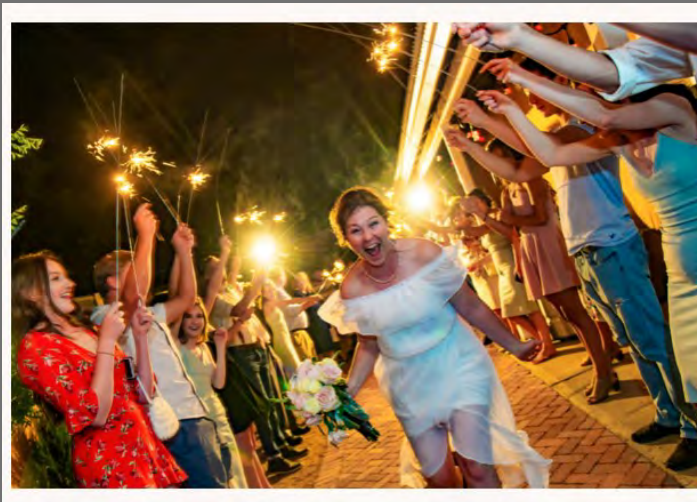
BUILDING A SUCCESSFUL CROWDFUNDING CAMPAIGN: CREATE YOUR FUNDRAISER

Use compelling & engaging photos and videos

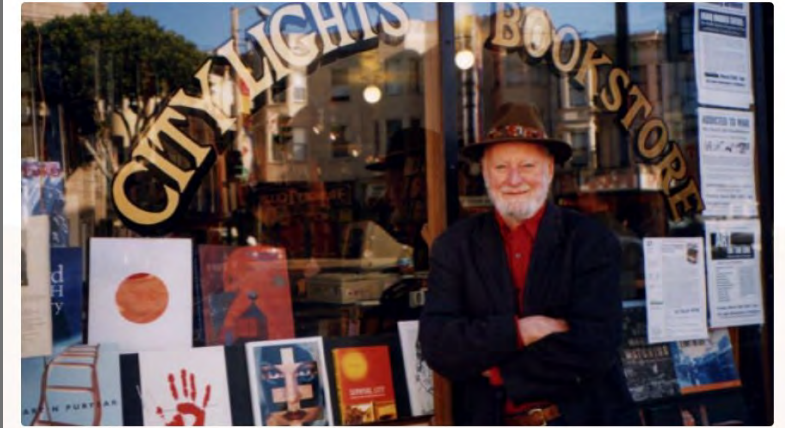
- Clear & high-resolution
- This is the first image your potential donors will see!
- Fundraisers with five or more photos raise more than those with less
- Choose photos to represent different aspects of your business
- Fundraisers with video raise more than those without



CULVER CITY, CA
SAVE THE DINER #SmallBusiness...



KEEP CITY LIGHTS BOOKS ALIVE



**BUILDING A
SUCCESSFUL
CROWDFUNDING
CAMPAIGN:
SHARE YOUR
FUNDRAISER**

Start with your own network

- Solicit your first 30% from your inner circle
 - Publicize your campaign AFTER those first contributions post
- Leverage funding commitments
 - “If we raise \$500 in the next 24 hours, a donor will match it”
- Ask your inner circle to share your campaign via text, email, social media

BUILDING A SUCCESSFUL CROWDFUNDING CAMPAIGN: SHARE YOUR FUNDRAISER



But today is a triumphant day, and I was there to put signs in our windows that say THANK YOU FOR ALL OF THE LOVE AND SUPPORT!!!
I want everyone to know that we are incredibly grateful. And we're so proud and honored.
The fiscal support we're receiving here will help stabilize us for the next couple of months, and that will enable us to begin planning for the future. That's critical. But beyond that, the outpouring of love we're receiving is invaluable. I'll tell you honestly that we're all feeling a little giddy from it right now, and though there is a TON of work to do, this puts a strong wind at our backs. We're taking today to breathe that rarefied air, and then tomorrow it will be time to roll up our sleeves again to try to find the way forward beyond this crisis. That uncertainty still looms, but we are all SO GRATEFUL to have reached this point. THANK YOU SO MUCH!!!
I need to add a note here to say that we're going to keep this campaign active for as long as there is interest in supporting us, and we will be extremely grateful for any additional funds. Although we've reached our goal quickly, we are still on unstable ground, and the truth is that we're not used to asking for help, and so we set a rather modest goal. Anyone who would like to support us further, we encourage you to please do that, and please continue to pass the word. We're committed to finding a way to bring City Lights forward, and the support we receive here will help us do that!
Thank you from the bottom of my heart,
Elaine



Publicize Your Campaign

- Share to Facebook
 - Facebook Life Event (Personal Page)
 - Facebook Live
 - Facebook Group
 - Facebook Business Event
 - Fundraising Link in all FB Posts
 - First comment, not in the post itself
- Instagram, Twitter, Linked In
- Embed campaign widget in your website
- Update Your Campaign and share on social media
- Use your campaign hashtag #savethediner
- Share to social media one to three times per week

Use language and images that inspires action (clicks!)

- "Today is the 15th! We are asking everyone in this Facebook group to donate \$15."
- "If we can raise \$1,000 in the next 24 hours, a generous donor has agreed to match it with another \$1,000."
- "We are \$950 short of meeting our goal. With everyone's help, I know we can reach it!"
- "\$5 from each of our customers can make a difference! The cost of a slice of our famous pecan pie can help us meet our goal."

BUILDING A SUCCESSFUL CROWDFUNDING CAMPAIGN: THANK & UPDATE YOUR DONORS

Thank your donors

- GoFundMe Message, Email, Text, Handwritten Card, Fun Postcard, Public Thank You
- Social media shout out
 - Tag them in a post or in a thank you photo
 - Facebook Live Video

Reaching your goal is not the end!

- Update your donors as to what is going on and how your business is doing
- Share your success via photos, videos, news coverage, etc.

Updates (1)

TODAY by Danielle Kerr, Organizer

We are humbled by all the love and support of our friends, family, and clients! From the bottom of our hearts, thank you! These words will never fully express what your generosity means to us. We exceeded our initial goal of \$500 in less than 24 hours. Incredible! As the situation with Covid-19 continues to develop, we will be leaving the fundraiser open for a bit until we know for sure when we will be able to reopen. Please share with your friends, family, or colleagues who may have a passion for goats or yoga or both :) With love and hugs to all, The Kerr Family



City Lights Booksellers & Publishers
April 13 at 6:49 AM


"We are so overwhelmed & humbled by the response to our campaign, but realize that so many other people are struggling out there, and we hope they will get the help that they need."—Andy Bellows, General Mgr City Lights
<https://bit.ly/3egD7DF>



989 24 Comments 53 Shares

Article Consignment Boutique was live.
April 6 at 5:25 PM

Thank you from the bottom of our hearts!



Watch together with friends or with a group Start

38 13 Comments 1 Share 420 Views

LINKS FOR MORE INFORMATION

Crowdfunding Info & Tips

- <https://www.forbes.com/sites/allbusiness/2020/01/09/small-business-crowdfunding/#44c7d175600e>
- <https://www.forbes.com/sites/morgansimon/2020/03/19/how-to-find-money-keep-your-business-going-and-help-your-employees-during-covid-19/#474f2794642c>
- https://www.nav.com/blog/what-is-rewards-crowdfunding-61110/?utm_source=ab&utm_medium=content&utm_campaign=blogpost

GoFundMe Info

- <https://www.gofundme.com/c/small-business-relief-initiative-and-fund-faqs>
- <https://www.gofundme.com/c/blog/fundraising-tips-for-small-businesses>
- <https://www.gofundme.com/c/fundraising-tips>
- <https://www.gofundme.com/terms>

Crowdfunding Websites

- <https://wefunder.com/>
- <https://www.fundable.com/>
- <https://www.kickstarter.com/>
- <https://www.kiva.org/>
- <https://www.gofundme.com/>



PRESENTERS

↪
LINKS

NEW MEXICO MAINSTREET

nmmainstreet.org

NMMS COVID-19 RESOURCES

nmmainstreet.org/coronavirus-resources



AMY BARNHART

*NMMS Preservation &
Non-Profit Resource Development*
AMB Consulting

ambconsultingnm@gmail.com
773.368.7557



ROBYNE BEAUBIEN

NMMS Promotion & Image Development
Robyne Beaubien Consulting

robynebeaubien@gmail.com
575.693.0814



THANK YOU FOR JOINING US!



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This webinar recording will be available on YouTube