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 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

Robyne Beaubien, NMMS Promotion & Image Development
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](https://www.facebook.com/business/learn)
FACEBOOK BUSINESS PAGE
2 Shabby Divas

53 mins

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!

2 Shabby Divas

Yesterday at 4:30 PM - 

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

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
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

 FAMILY PACKS

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

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

TACOS
INCLUDES CHIPS & SALSA
HALF DOZEN CRISPY TACOS - $13.99
DOZEN CRISPY TACOS - $27.99

ENCHILADAS
YOUR CHOICE OF BEEF, CHICKEN, OR CHORIZO WITH RED GREEN OR SOUR CREAM SAUCE (INCLUDES CHIPS & SALSA)
HALF DOZEN ENCHILADAS - $14.99
DOZEN ENCHILADAS - $29.99

FAJITA PACKS
YOUR CHOICE OF BEEF, CHICKEN OR CHORIZO SERVED WITH CHEESE, PIC DE GALLO, SOUR CREAM, GUACAMOLE, FLOUR TORTILLAS & BEANS, CHIPS & SALSA FOR TWO - $27.99 FOR FOUR - $52.99

CRISPY ROLLERZOS
SERVED WITH HATCH QUESO & CHICKEN OR BEEF
HALF DOZEN - $25.99
DOZEN - $49.99

BURRITO PACKS
THREE BARRON SPECIALS - $27.99
THREE JIROS $25.99

BY THE PINT

BORRACHO BEANS - $5.99
REFRIED BEANS - $5.99
RICE - $0.99
GUACAMOLE - $4.99
QUEZON - $2.99
CHILI CON CARNE - $3.99
STEW MEAT - $0.99
CHILI CON CARNE & RICE - $8.99
TACO GROUND BEEF - $8.99
SHREDDED CHICKEN - $1.99

GALLON OF TEA - $3.99
10 LB BAG OF ICE - $1.99

GROCERY PACK

5# BEANS
5# RICE
5# OJ
green eggs
5# BREAD
5# POTATOES
5# SALSA
5# GALLO MILK
5# FLOUR
5# SUGAR

$54.89

Stuffed Avocado?

YES
NO
FB GROUPS

Gone to Market

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

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
Brook Smith

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

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

Pink VS flip flops~ $16

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

THANK YOU FOR YOUR ORDER!
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

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

DULCES ENCANTADOS
JOIN US

Presented by Community Partners
- Cash Mob Crew
- The Center
- MainStreet

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

Music Makers
And We Are The Dreamers Of Dreams
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

Managing through and building resilience during the coronavirus (COVID-19) outbreak.

At Facebook, we're working to keep people safe and informed about the recent outbreak of coronavirus (COVID-19). We know that as members of the communities you serve, businesses like yours may also be experiencing unexpected challenges, and we're committed to providing as much support as possible.

https://www.facebook.com/business/boost/resource
Here are 5 steps you can take today:

1. Keep yourself safe and informed.
2. Stay in touch with your customers.
3. **Bring your business online.**
4. Prepare a customer service plan.
5. 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 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.
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.
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
• 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?

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.”

Four Types of Crowdfunding

- Equity
- Debt
- Rewards
- Donations
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
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 a 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 *Home Sweet 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 the year. Stock up now and you can be enjoying a Ghost Pepper chili at your next Superbowl party, or add smoked ají 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.
Physical Distancing

The new age of social distancing is changing how we eat and experience food. As we want to introduce the Fargo-Moorhead community to the culture of African cuisine, we are offering delicious 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.

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.

$2,201 pledged of $2,800 goal

29 backers

43 hours to go

Back this project

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.

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 restrictions. 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
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

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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 COVID-19 fundraisers on GoFundMe (13,669)

Support Painted Lady Staff

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

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 on 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 cost. 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
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

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."

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, LinkedIn
• 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
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.
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/allbusiness/2020/01/09/small-business-crowdfunding/#44c7d175600e)
- [https://www.nav.com/blog/what-is-rewards-crowdfunding-61110/?utm_source=ab&utm_medium=content&utm_campaign=blogpost](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/blog/fundraising-tips-for-small-businesses](https://www.gofundme.com/c/blog/fundraising-tips-for-small-businesses)
- [https://www.gofundme.com/c/fundraising-tips](https://www.gofundme.com/c/fundraising-tips)
- [https://www.gofundme.com/terms](https://www.gofundme.com/terms)

Crowdfunding Websites

- [https://wefunder.com/](https://wefunder.com/)
- [https://www.fundable.com/](https://www.fundable.com/)
- [https://www.kickstarter.com/](https://www.kickstarter.com/)
- [https://www.kiva.org/](https://www.kiva.org/)
- [https://www.gofundme.com/](https://www.gofundme.com/)
THANK YOU FOR JOINING US!

gonm.biz  nmmainstreet.org

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This webinar recording will be available on YouTube