



Request for Proposals: 2019 Crowdfunding Campaigns

Introduction

- Do you have an incredible project just waiting to happen -- one that would strengthen your business, our community and the local economy -- if only you had the funds to make it happen?
- Is your business a “social enterprise” that addresses social and/or environmental issues?
- Will your project support community goals, while keeping to a budget of \$15,000 or less?

If you said yes to these questions...THANK YOU! You are part of the emerging [Fourth Sector economy](#) — a sector that uses the power of business to do good things for people and the planet.

The Local Crowd (TLC) Monadnock believes in people like you. That’s why we’re participating in a new research project in conjunction with the National Science Foundation and The Local Crowd designed to uncover the best ways to support Fourth Sector enterprises. We are pleased to invite you to participate in this project.

Project Qualifications

To qualify, you must:

- Be interested in raising \$15,000 or less for your enterprise. (Larger amounts can work but please reach out to us first before you apply.)
- Have a simple, achievable fundraising campaign that will generate excitement in our community. Your proposal can be part of a bigger project, but it should have stand-alone value.
- Show how your campaign will create an economic benefit to your business and the community you serve. How will the proposed project expand your customer base, deliver a better (or expanded) service or strengthen your existing business? How does this ultimately benefit others?
- Be ready to begin working on your fundraising efforts within one month of applying.

Preference will be given to projects that align with their city/town's master plan and strengthen our [Local Living Economy](#).

TLC Monadnock will select up to six local businesses to participate in this pilot study. We will accept proposals until 5 p.m. on Friday, May 10, 2019.

Benefits

When you participate, you will receive these benefits:

- Raise money for your enterprise using The Local Crowd's crowdfunding platform.
- Participate in TLC's dynamic, expert coaching program to help you achieve crowdfunding success — and enhance the outreach of your enterprise.
- Receive a free marketing assessment (valued at \$150) to ensure you receive coaching and materials that best fit your needs.
- Connect with other social entrepreneurs in your community and other Local Crowd Communities around the country.
- Ride the Fourth Sector wave to a more sustainable future for us all!

Participant Responsibilities

Your participation will require your time, energy, and thoughtfulness to help us understand the needs of Fourth Sector enterprises.

When you participate, you will be expected to:

- Complete the pre- and post-project assessment and survey.
- Follow crowdfunding best practices as described by your coach.
- Form a campaign team that will actively promote your fundraising project to their personal networks.
- Work closely with TLC Monadnock's team to leverage training, marketing, and community outreach tools.

- Help us spread the word by sharing your success story through various media and social media outlets.

While there are no upfront costs, TLC Monadnock charges a 5% admin fee that is applied to all contributions. This fee is used to pay costs associated with hosting, administering and promoting the platform and for providing direct assistance to campaign creators like you.

Be sure to review our Frequently Asked Questions:

<https://tlcmonadnock.com/faq>

How to Apply

To have a project campaign considered for The Local Crowd Monadnock, please [fill out this online form](#)* or submit a 1-2 page proposal to marketing@monadnockfood.coop.

Please outline the following:

- Name of individual at business/organization who will be the primary person responsible for the project;
- Project name, town/city and business/organization's name;
- Your business mission and how it meets a social need;
- Project description and cost;
- Business/organizational need;
- Who will benefit from this project?
- Why you want to be part of the Fourth Sector wave.

*Find a link to our online form at <https://tlcmonadnock.com/rfp>.

About TLC Monadnock

The Local Crowd Monadnock is a community-based crowdfunding platform helping start-up ventures, early-growth stage companies and community-focused projects find access to capital.

The Local Crowd Monadnock is about us -- our region, our community -- and the goals we've created around economic development and prosperity. Learn more about [The Local Crowd Monadnock](#) and our [Request For Proposals](#) online or review the following pages.

Questions?

Please contact Jen Risley at marketing@monadnockfood.coop or 603-283-5401.

Background

Crowdfunding is the process in which an entrepreneur, business or organization asks a large number of people (usually through the Internet) to contribute a certain amount of money for a specific business or community development project.

The Local Crowd Monadnock combines the power of Internet crowdfunding with an educational and technical assistance component designed to increase participants' capacity to use crowdfunding to both raise money and contribute to their communities.

The program has the potential to develop a stronger funding ecosystem in a community -- ultimately revitalizing local businesses, encouraging entrepreneurial activity and creating a new way for community members to support the projects they care about.

In 2016, The Local Crowd Monadnock was selected as a Local Crowd Demonstration Site, part of a national two-year USDA pilot project. The Local Crowd Monadnock officially launched its crowdfunding platform in March 2017.

We invite entrepreneurs, businesses and organizations in the Monadnock region to take advantage of this innovative program by submitting a project campaign proposal.

Learn more about The Local Crowd Monadnock: <https://tlcmonadnock.com>.