



Request for Proposals: Crowdfunding Campaigns

Introduction

- Do you have an incredible project, just waiting to happen -- if you only had the funds to make it happen?
- Will your project support community goals, while keeping to a budget of \$10,000 or less?
- Are you, or is your business or organization, based in the Monadnock region?

Then please consider funding your project through The Local Crowd 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>.

Project Qualifications

Ideal crowdfunding project proposals will:

- Have a budget under \$10,000.
- Be based in the Monadnock region.
- Be simple.
- Demonstrate economic benefit to your business/organization—and ultimately the community you serve.
- Be ready to begin planning fundraising efforts within one month of applying.

Preference will be given to projects that align with their city/town's master plan and contribute to a more local, green and fair economy.

Participant Responsibilities

Project campaigns will need to be responsible for the following:

- Adhere to the “keys of success” promoted by The Local Crowd platform.
- Form a Campaign Team that will actively promote your project to their community networks.
- Work closely with The Local Crowd Monadnock team to leverage training, marketing and community outreach tools.
- While there are no upfront costs, TLC Monadnock charges a 5% admin fee that is applied to all contributions. A portion of this is generally returned to the campaign creator as an incentive for reaching or exceeding their goal. The remainder is used to pay costs associated with hosting, administering and promoting the platform and for providing direct assistance to campaign creators.

What a Project Campaign Will Receive

- Support from The Local Crowd Monadnock team as the business/project prepares to launch its crowdfunding campaign.
- Marketing, outreach and community education using local media, including social media.
- Opportunity to receive funds raised via the crowdfunding campaign for the designated project.

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 include 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;
- Project description and cost;
- Business/organizational need;
- Benefits;
- Why the project should be considered.

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

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