

The Bulls of Durham 2024 Crowdfunding Collaboration Opportunity Info Sessions

Instructor: Sheila Amir, Owner and Creative Director of The Bulls of Durham, LLC. She has over 20 years of experience in crowdfunding and has raised well over \$500,000.

What is Crowdfunding?

- A powerful tool for new businesses to raise capital and gain exposure.
- Benefits include:
 - Reaching a broad audience of potential customers and investors.
 - Pre-selling products to gauge market interest and secure upfront sales.
 - Note: We do NOT do perks/presales.
 - Building a community around your business with invested backers.
 - Gathering valuable feedback to refine your product or service before launch.
 - Creating an email list for future marketing campaigns.

Important Note: Crowdfunding is not free money. It requires a significant time commitment throughout the planning, implementation, and follow-up phases.

Terminology:

- Nonprofit Organizations - Fundraise donations.
- Forprofit/Individuals - Crowdfund contributions.

What is our Crowdfunding Collaboration?

We partner with ONE local company each year to help them achieve their fundraising goals through a compelling crowdfunding campaign.

Here's what we offer:

- Expertise in crafting engaging campaign copy that resonates with your audience.
- A collaborative approach to develop a successful campaign strategy.
- Our Owner and Creative Director) will guide you throughout the campaign.
- Promotion to our large and engaged community through various channels (website, social media, email list).
- A professional Crowdfunding Campaign hosted on TheBullsOfDurham.com, using WordPress Plugin Charitable.
- Real-time transfer of all raised funds directly to your Stripe and PayPal accounts.
- Post-campaign support, including a follow-up plan to thank contributors and take your next steps.

Our Application Process

- Open from September 12th to October 10th, 2024.
- Requires a BULLish Market Membership (enrollment closes October 3rd).
- Attend a Crowdfunding Collab Info Session (you're here!).
- Complete the Crowdfunding Course offered in the BULLish Market.
- Submit your undeniaBULL, incrediBULL application.

We focus on empowering applicants:

- All applications receive constructive feedback, regardless of selection.
- The application is designed to be repurposable for grant applications and future crowdfunding campaigns.

We encourage you to use AI, but it's not required. It's a time-saving tool that makes the application and review processes easier.

Example of how to use AI to complete your application questions:

Key Deadlines:

- Application Deadline: October 10th, 2024. Incomplete applications will not be reviewed and, thus, will not receive feedback.
- There may be a public voting round depending on the number of applicants.
- The review and selection process is October 14th - December 5th, 2024.
- Collaborator must launch their campaign no later than March 31st, 2025.



Please help me answer the following question on a crowdfunding application - If we could wave a magic wand and make ONE thing appear or disappear for your company, what would it be? - Given this information - Funding to have the full staff we need to operate and scale our company.



Crafting a Persuasive Answer for Your Crowdfunding Application

Understanding the Prompt:

The question seeks to understand your company's most pressing need, highlighting its impact on your business's growth.

Leveraging Your Information:

Given your response, "Funding to have the full staff we need to operate and scale our company," you've identified a critical bottleneck. This is an excellent starting point for your answer.

Here's a potential response:

- **Direct and impactful:** "If we could wave a magic wand, we'd wish for a fully staffed team. Our current understaffing is hindering our ability to scale and deliver our product or service at its full potential. With a complete team, we could [mention specific goals, such as increasing production, expanding into new markets, or launching new features]."

Key points to consider:

- **Highlight the impact:** Explain how a fully staffed team would directly address your company's challenges.
- **Quantify the benefits:** If possible, provide data or estimates to demonstrate the financial or operational improvements that would result.
- **Connect to your mission:** Show how a fully staffed team aligns with your company's overall goals and vision.

By crafting a compelling answer, you'll not only address the prompt but also strengthen your crowdfunding application by demonstrating a clear understanding of your company's needs and potential.

Would you like to brainstorm some specific examples or discuss how to quantify the benefits of a fully staffed team?

BULLish Market Membership

You must be a BULLish Market Member to be eligible to apply to our Crowdfunding Collaboration.

The BULLish Market Membership connects NC Triangle Small Business owners to each other, opportunities, and our BULLOved Community.

This hybrid membership combines a robust online portal with over 30 annual events.

The NEW BULLish Market Membership has 2 tiers - Essential and Executive.

- The Essential Tier is \$89 a month or \$890 a year.
- The Executive Tier is \$149 a month or \$1490 a year.

Essential Tier Features:

- **Member Portal:** Your digital hub for exclusive resources and connections.
- **30+ Events:** Network, learn, and grow at our exclusive events.
- **Annual Crowdfunding Opportunity:** Get the spotlight and raise funds for your business.
- **Business Funding Opportunities:** Discover grants, loans, and investors that align with your goals.
- **Marketing Opportunities:** Only BULLish Market Members can promote their goods and services to our audience.
- **Promoted Job Listings:** Attract top talent with detailed job descriptions featured on our website, social media, online communities, and email marketing list.
- **Accountability and Support:** Get support, accountability, and cheer squad you need to succeed.
- **Grant Writing Bootcamp:** Master the art of crafting winning grant proposals with our staff Grant Writer.
- **Free Grant Writing Consultation:** Get personalized guidance from our expert.
- **Text an Accountant:** Quick questions? No problem. Ask away.
- **Accounting Service Discount:** Save on professional bookkeeping and tax services.
- **Digital Presence Strategist Session:** Have a transformative chat with our pro to develop a digital marketing strategy that delivers results.

Executive Tier Features:

This tier includes all of the above AND:

- **Additional Seat/Login:** Add an extra seat to your membership.
- **One-on-One Coaching:** Get personalized advice to take your business to the next level.
- **VIP Onboarding:** Enjoy a smooth and seamless start to your membership.

Your Next Steps

1. Join the BULLish Market Membership (enrollment closes October 3rd). - BULLishMarketNC.com.
2. Complete the Crowdfunding Course.
3. Submit your application by October 10th.



Additional Tips

- Begin reaching out to all your networks not to ask for money or support but rather to get back on people's radar and in their good graces.
 - This can be as simple as texting nearly everyone in your phone to say, "Hey, it's been too long. How are you?"
 - This could be your friends, family, church, professional associations, hobby clubs, etc.
- Join our FREE Durham Insider Community - TheBullsOfDurham.com. This is an ALGORITHM FREE online space your crowdfunding campaign would be shared.
 - Bonus: Use the built in invite feature to invite everyone you know (unless they're mean) to join the Durham Insider Community.
 - We can see who invited folks
 - This increases the number of people who will see your crowdfunding campaign.
- Act as if.
 - I cannot recommend this enough. Act as if you are our Crowdfunding Collaborator. Get all the information on what you need to raise money for, the total, and plan out a campaign as best you can. This will make your application and energy undeniable.

Contact:

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If you have any questions, reach out. There's also LOADS of information on BULLishMarketNC.com, and you can book a Discovery Call with Sheila.