

# Private vs. Public

## During Private Fundraising (up to 15 days)

Your friends, family, and customers **vouch** for you and your business. By **lending you \$25** on Kiva (which they'll get back as you repay), they are giving you a character reference. They are saying

"I believe in this business,  
and other lenders should too!"

## During Public Fundraising (up to 35 days)

Lenders in the Kiva community from all around the world look at the many loans funding on the Kiva site. They see your photo, video, write-up, and community support, and they decide whether or not to invest in your business.

Our most successful borrowers get momentum early: they don't wait for day 15.

Over 90% of loans that get through Private funding successfully fundraise.

Kiva lenders invest about \$2.5 million every week in businesses like yours.

# Recipe for success

You can do a lot to help your loan succeed, before and during active fundraising. Leverage your community, the Houston community, and the Kiva community to fund your loan.

## Start off with a high-quality pitch

Your narrative section is your pitch to your potential lenders. Lenders support entrepreneurs with engaging photos, a clear story, and a logical ask. Work with the Kiva Houston team to craft an effective pitch.



### Prep your people

Start prepping early! You know what your people need to trust and support your loan. You know who will need help with the internet, who will need to see news articles about the program, and who will need to be reminded.

## List your private lenders

Write down the names of people you can count on to lend you \$25 on Kiva and the best way to reach them (phone, email, Facebook message, etc.). Ask them to lend to you and check them off as they do. Feel free to use page 29 of this guide or your own method to keep track.



# Recipe for success



## Create an artificial deadline

The quicker you get your people to lend to you, the higher you appear on Kiva's site when you go public. Creating an artificial deadline gets the ball rolling, and it helps avoid trouble with last-minute tech problems and forgetful family members.

## Make it personal

It's easier to get someone to lend to you when you ask them directly. Ask your lenders to support you in person, by phone, and by direct messaging and email. Specifically ask for support, ask them what day they'll lend, and follow up to make sure they follow through.

## Throw a wide net

Use all channels available to ask for support. Post on your social media channels, like Facebook, Instagram, and X, frequently. Talk to your family, book club, religious organization, neighbors, customers -- any supportive community you're a member of. Kiva loans may be a new thing to a lot of people in your community, so post frequently, send out reminders, be ready to answer questions, and follow up.

## Frequently thank your community

People like to do what other people have done. Thank your lenders publicly as they lend to you and celebrate your progress. This encourages more people to lend.



# List your Lenders

List out people you can count on to vouch for your business. Depending on loan size, you'll need 5-40 people to lend you \$25 each. Use this sheet to keep track of who you've asked, who has lent, and who you need to follow up with.

	Asked	Lent
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		

	Asked	Lent
16		
17		
18		
19		
20		
21		
22		
23		
24		
25		
26		
27		
28		
29		
30		



# Funding Checklist

## Before you submit

- Call/email the Kiva Houston team to strategize for fundraising
- Make a list of people you can count on to support you with a \$25 loan
- Start talking to your community about Kiva

## During review

- Ask each person on your list if they are interested in supporting you
- Post stories about how you are getting ready for the campaign.
- Keep in touch with Kiva Houston, look out for emails and official posting call

## Before posting

- Verify approved loan amount, monthly payments, and lenders needed
- Schedule a posting day that works for you
- Contact lenders to verify their intended support and coordinate lending

## Private fundraising

- Create an artificial deadline for your lenders: aim for 1-3 days after posting
- Contact each lender to remind them to lend and provide technical support
- Post/share on social media **every day**, updating, asking, and thanking

## Public fundraising

- Post/share on social media thanking your lenders for their support
- Update your lenders on your loan page
- Continue updating and posting every few days



Cut here and tape this sheet somewhere you'll see it.

# Templates



## General phone & conversation guide



*Hit these points when talking to friends, family, and customers about your Kiva loan.*

- Explain what Kiva is and what you are using your loan for
- Ask them to **vouch** for you by backing your loan with as little as \$25
- **It is a loan, not a donation:** as you pay it back, they will get their money back
- This loan is a **character reference**
- Offer technical help on the Kiva platform if needed
- Thank them for their support

## Templates for quick social media updates

Check out my Kiva loan fundraising right now! [**loan link**]

Help my business grow by lending to my 0% interest loan @kiva: [**loan link**]. Every bit helps – loan as little at \$25!

Hey everyone, my Kiva loan is already at 31%. My goal is to reach 40% by the end of today! Please help by visiting [**loan link**] and lending \$25 or more. Thanks!

There is only 1 week left to show support for my business, [**business name**], on Kiva. Every little bit helps, so please visit this link before [**deadline**] to lend as little as \$25: [**loan link**]. Spread the word to your friends, families, and coworkers! This is a loan, not a donation, so you will get your money back as I repay the loan. Thank you for your support!

# Templates

## Private funding template

Dear **[friend or group name]**,

I am happy to announce that with the help of the Kiva Houston Hub powered by Bayou Microfund, **[business name]** is crowdfunding a 0% interest loan on Kiva, a worldwide nonprofit that connects small businesses like mine with millions of lenders. In order to pitch to Kiva's lenders, I need at least **[number]** people from our community to lend a small amount (\$25 or more) to us on Kiva by **[deadline]**. This loan acts as a character reference and shows that you trust me and my business. My goal is to beat the deadline and get our **[number]** lenders by **[artificial deadline]**.

Click this link and lend to support **[business name]**: **[loan link]**

You can learn more about it at bayoumicrofund.org or kivaushub.org, and if you have any questions about Kiva, my business, or know someone else who would be willing to support, please feel free email or call me.

I sincerely appreciate your support!  
Thank you!

## Public fundraising template

Hello all,

Because you believe in us, we have the opportunity to pitch to more potential lenders in the the Kiva community. As our first investors, you launched **[business name]** on to Kiva's public funding site, and now our loan is visible to millions of lenders all around the world.

**[business name]** has about a month on the site, and between our community and the Kiva community, we can make it happen.

Check out our progress here: **[loan link]** and help us fund our loan 100%!

Thank you all for your support!

# Repayments

After you successfully fund your loan, it's deposited into your PayPal account (usually in about 5-7 business days). You start to make repayments one month after you get your loan.

## Sign up for Automatic Repayments!

Go to [www.kivaushub.org/automatic-repayments](http://www.kivaushub.org/automatic-repayments) or follow the link in your email to sign up. By signing up, you won't have to remember to send a payment each month.

## Repaying Manually:

You can make manual repayments of any amount at any time. Just go to your PayPal account and send a payment to [www.paypal.com/paypalme/kivaus](http://www.paypal.com/paypalme/kivaus).

Some borrowers find it easier to make multiple monthly repayments instead of one large payment, and some like to repay their loans early.

## Having trouble?

Talk to us! Reach out if you are having any issues with repayment, and we can work with you, connecting you to resources, getting you on an altered repayment plan, or troubleshooting technical difficulties.

Email us at [houston@local.kiva.org](mailto:houston@local.kiva.org)



# FAQ

## What methods of payment are accepted?

All financial transactions on Kiva are processed by PayPal, who donates all services. Lenders can either use PayPal accounts or PayPal's Guest Checkout. See [paypal.com](https://www.paypal.com) for all accepted payment types.

## What if my community is having technical problems?

Check out [www.kivaushub.org/how-to-make-a-loan-on-kiva](http://www.kivaushub.org/how-to-make-a-loan-on-kiva) for a click-by-click guide to lending on Kiva.

You can also reach the Kiva Houston team at [houston@loca.kiva.org](mailto:houston@loca.kiva.org) or email Kiva assistance at [borrowers@kiva.org](mailto:borrowers@kiva.org).

## I'm uncomfortable asking my friends/family for money. What do I do?

Each \$25 loan from your community is a character reference that is important to Kiva's underwriting process. It's how you prove your trustworthiness, and is a required part of a Kiva loan.

## Can I lend to myself?

No: your Private and Public fundraising are part of your loan's underwriting. You are proving that your friends and family trust you, and that you have the hustle to crowdfund on Kiva. Lending to yourself is fraud.

## Can my supporters lend more than \$25?

Yes! \$25 is the minimum loan amount. Any lender can lend from \$25 to the remainder of the loan. If one of your lenders plans on lending a large amount, let us know so we can make sure the loan isn't flagged as fraudulent.

## What's this 2X banner I see on some loans?

Some organizations and individuals maintain matching funds which automatically double each loan from your community and the Kiva community.

## What happens if I don't fund in the time limit?

Your loan will expire, which means your loan will stop fundraising and all of your lenders will get automatic refunds to their Kiva accounts.

## If my loan expires, can I reapply?

The Kiva Houston team and Kiva headquarters want you to be successful on the Kiva platform. You can reapply, but your loan amount will be lowered (a lower amount is easier to fundraise), and the Kiva Houston team will help you strategize. We want to figure out why your loan expired and what we can do to make sure it doesn't happen again.

# Additional Resources

## **Kiva Houston powered by Bayou Microfund**

*0% interest, \$0 fee, community supported small business loans from \$1,000 to \$15,000*

bayoumicrofund.org • (832) 321-7212

FB: @bayoumicrofund • Instagram:

@bayou\_microfund

## **SCORE**

*Business mentor volunteers, workshops, networking, business plan help*

8701 S Gessner, Suite 1200 • (713) 487-6565

<https://www.score.org/houston>

## **BakerRipley Entrepreneur Connection Program**

*Entrepreneur Assistance Program, workshops, business plans*

Numerous Locations • (832) 808-5324

<https://www.facebook.com/entrepreneurconnection/>

## **Small Business Development Center (SBDC)**

*Business plans, mentoring, regulation compliance assistance*

1455 West Loop South, Suite 900

(713) 752-8400

<https://www.sbdc.uh.edu>

**Many more Local and National resources are available at:**  
<https://bayoumicrofund.org/resources/>

# Notes

*Start your application*

**[kiva.org/borrow](http://kiva.org/borrow)**

*See what we're up to*

[facebook.com/bayoumicrofund](https://facebook.com/bayoumicrofund)  
[instagram.com/bayou\\_microfund](https://instagram.com/bayou_microfund)  
[linkedin.com/company/bayou-microfund](https://linkedin.com/company/bayou-microfund)

*Contact Us*

[houston@local.kiva.org](mailto:houston@local.kiva.org)  
Call or text (832) 321-7212

