



CROWDFUNDING FOR SMALL BUSINESSES - COVID-19 RESPONSE

Program Models

Small businesses are at the heart of our communities. Shaken by the toll of COVID-19 mitigation efforts, small businesses are struggling to stay afloat and are looking at creative ways to get support from their communities. At Patronicity, we've developed several flexible crowdfunding solutions that are easy to implement and can be tailored to your individual or group needs.



SMALL BUSINESS

One Business - One Crowdfunding Campaign

You're a small business in need of operating or expansion funds, and you want to engage your community for support - your way with your team. Raise emergency funds to support business expenses like rent, salaries and other overhead costs during COVID associated shutdowns

Who You Are: Any small business or non-profit organization located in the US or Canada

- ✓ No Fees or Cost to Campaign
- ✓ Quick Access to Funds
- ✓ Dedicated Campaign Coach
- ✓ Easy, Quick Start Process



MAIN STREET / BUSINESS DISTRICT

Many Businesses - One Crowdfunding Campaign

You are a community-based group that wants to push and promote a SINGLE campaign on behalf of your community businesses and will distribute crowdfunded dollars by allowing multiple, individual businesses to apply for emergency support.

Who You Are: Main Street organizations, associations, non-profits, foundations, community organizations.

- ✓ Pool Community Resources
- ✓ Unified Message & Outreach
- ✓ Dedicated Campaign Coach
- ✓ Easy, Quick Start Process



SPONSOR

Matching Funds + Many Crowdfunding Campaigns

You're using grant dollars to make a huge impact on small businesses in a region or district. Use crowdfunding to double financial resources while getting consensus within the community to validate and support each business individually.

Who You Are: Economic/community development orgs, foundations, corporations and philanthropic orgs working for better communities.

- ✓ Amplify Existing Grant Dollars
- ✓ Program Mgt & Reporting
- ✓ 96% Campaign Successes
- ✓ Streamlined Approval Process

To read more and get started, go to:

patronicity.com/small-biz

Questions? Email us at info@patronicity.com