



KIVA LOAN APPLICATION TEMPLATE for MEMBER BUSINESSES

FUNDRAISE UP TO \$15,000 in 0% Interest Loans!

National City Chamber of Commerce is a TRUSTEE of the KIVA Loan Program

"Becoming a Trustee closely aligns with our organizational mission and values to improve the communities which we serve. We were referred by LISC and are proud to partner with them to create resilient and inclusive economies. We will advocate for those seeking capital and build our local networks."

Start your crowdfunding application by **first** filling out the template below. Once complete, submit to reynoso@nationalcitychamber.org. We will review your application and make a determination of endorsement. Visit our KIVA TRUSTEE website for more info:

<https://www.kiva.org/trustees/7493>

To Do List

- ☐ Take an amazing picture
- ☐ Personal Story
- ☐ Business Description
- ☐ What is the purpose of this loan?
- ☐ What will be purchased with the loan, and what will this be used for?
- ☐ Single paragraph promotional blurb
- ☐ Social Media
- ☐ Tell us about your relationship with your trustee.
- ☐ Get Trustee Endorsement
- ☐ Get a preview of what's to come in the Kiva loan process [here](#). Start thinking of the people in your community you will reach out to for Private Funding Period. In your conversations with them, tell them you are applying for the loan. Those offline communications are invaluable.

1. YOUR PHOTO

The photo is the *most important* part of your application, it's the first thing lenders look at when deciding who to make a loan to. Borrowers with poor photos fundraise slowly. The following list outlines our requirements to approve your loan:

- You MUST be in your photo
- We do not allow headshots or logos
- Make sure lenders will know what your business is in your photo
- Horizontal orientation
- Clear and bright photos are best

See some sample photos: <http://www.kivaushub.org/profile-photo>

2. PERSONAL STORY

Please focus on your own personal story. There will be a space to talk about the story of your business later.

This is where the lenders get to know you. Use two paragraphs to give lenders background on your story and your goals. Help them understand what has shaped you and led you to start this business. Try thinking about what Kiva U.S. lenders would be interested in knowing about you, as someone they are potentially making a loan to.

Some examples of ideas to include are:

- Where did you grow up? What was it like?
- Where are you today?
- What are your dreams for the future?
- Is there a story/ example from the past that demonstrates your entrepreneurial spirit?

Please write between 100 and 300 words.

TEXT:

3. BUSINESS DESCRIPTION

Try thinking about what Kiva U.S. lenders would be interested in knowing about you, as someone they are potentially making a loan to.

This section should be two paragraphs. Give your lenders an understanding of why you started this business and what your business does. Be personal and talk to the core of what your business represents -- to you and your community.

Some examples of ideas to include are:

- What does the business do?
- When did you decide to start this business?
- Why did you decide to start this business?
- Describe your biggest challenge?
- Who are your customers?
- What are the goals you have for your business in the future?
- What about your business are you most proud of?

Please write between 100 and 300 words.

TEXT:

4. WHAT IS THE PURPOSE OF THIS LOAN

Please make sure to address the following questions:

- What are you going to spend the loan on, and how much does everything cost?
- How do you expect that purchase to drive increased revenue and profit?
- How do you expect your business to be impacted by this loan?
- What do you hope will be the impact of this loan on your life? On your family's life?

TEXT:

5. WHAT WILL THE LOAN BE USED FOR

Single-sentence loan description. Please keep this answer very brief, e.g. "to buy a camera to launch my photography business" or "to buy fruit and vegetables to sell at my stall"

Complete this sentence: A Kiva US loan helps me to...

TEXT:

6. SINGLE PARAGRAPH PROMOTIONAL BLURB

This is the promotional summary, for the Lend Tab

This will often be the first thing lenders read to learn about you and your business. In 3-4 sentences, tell us what you think is most important for lenders to know about yourself and/or your business. Feel free to use text already used in the application. (For examples, see the "Lend" tab of the Kiva U.S. website.)

TEXT:

7. SOCIAL MEDIA

Please make sure to add any and all social media links that are associated with your business. Think beyond Facebook and Twitter, include your Yelp page, your Instagram handle, your Etsy store. We use these links to verify your business exists, so make sure the links work! Double check that your email and phone number are accurate. We speak with every borrower on the phone before we post your loan. We give priority to borrowers who are highly responsive.

8. TELL US ABOUT YOUR RELATIONSHIP WITH YOUR TRUSTEE

How did you meet them? How frequently are you in contact, and in what context?

TEXT:

TRUSTEE ENDORSEMENT TEXT - to be completed by Trustee

Why are you endorsing this entrepreneur? (required) We suggest a paragraph or two focusing on how you know the borrower and why you think this business has a chance to be successful.

TEXT: