



# Community Spirit Giving Campaign

Supporting our Favorite *SmallBiz* Storefronts through COVID19 2020  
*Spirited by* Kristin Fuhrmann-Simmons and Sean Driscoll

*In honor of Small Biz across our American landscape*

## **Community Spirit Giving Campaign Vision:**

To support small business storefronts subjected to closure by COVID19 and that are struggling with retail and consumer exchange due to the unique nature of their products and consumer experience formats. CSGC aims to support our favorite SmallBiz owners and storefronts through the worst impact period of social distancing and isolation to assure their doors will open once again. At the core of CSGC is the aim for the model to naturally spread and replicate so as to help as many Small Biz as it possibly can reach across America and beyond, now and into the future.

## **Community Spirit Giving Campaign Mission:**

To inspire, empower and help guide SmallBiz Owners, as well as passionate Consumers who aim to shop small and locally, to successfully launch the Giving Certificate campaign model for themselves/their favorite storefronts during the peak impact period of the COVID19 pandemic.

## **CSGC Coming Into Sight**

### *Reality Check:*

The COVID19 pandemic has turned our worlds upside down – from working to socializing, to consuming, to everyday living and everything that goes along with our usual “normal”. As social distancing and stay-at-home directives took stronger hold, we became faced with not seeing

anyone outside of our households, for days on end - and forced into an existence of doing almost every single daily activity in different ways. The feelings that come along with this are hard to describe, and they range the widest spectrum of emotions.

***Likeminded Consumerism:***

Many of us have built a consumer construct in our living footprints of doing as much shopping locally and at small independent storefronts as we possibly can. From coffee to food, to unique tangible products (home goods, gifts, art, jewelry, clothing, and...), our journeys have had us discover storekeepers, artisans, and entrepreneurs whose products we've come to adore, and which have often become staples in our daily lives.

***These storefront owners are a part of the wonderful consumer experience we so enjoy – these storekeepers and their staff often feel like or have even become good friends.***

***Observing COVID19 impact on the SmallBiz landscape:***

Many of these small favorite shops of ours are often owned and run by just a small team – maybe just a few people and a very small staff; or, often - even by just one person.

Many of them have built and support a buying experience that is often uniquely “in-person” based, and possibly not inclined to the online buying experience and construct – even through reactive pivoting. While we've observed some SmallBiz achieving some creative and successful pivoting during this crisis, supporting timely online (curbside) purchasing, gift certificate promotions, and even virtual Tip Jars or Support funds for staffs (donations), smaller shops that sell tangible, unique physical products have seemed somewhat absent in much of the virtual pivoting that COVID19 has sparked.

Many of these shops are owned and run by ONE person.



# COVID19 Challenges through the selling and consuming lenses

## ***For the SmallBiz owners/storekeepers:***

Especially if you're a one-person shop owner, and combined with the possible coincidence of having a product or consumer experience you think is unique and in-person inclined, you may be struggling and at a loss of how to pivot during this COVID19 consumer climate. We think it may seem difficult for many, and maybe something many might never feel comfortable ever doing, in posting a promotion from themselves asking their customers to support them 'during this time'. We get that. And it's why we've been working up this community-spirited giving certificate model!

## ***For us as consumers:***

When we normally buy something, in the 'usual' buying climate, we usually expect to get something in receipt for it. That makes sense, as we're buying something to consume, use or enjoy. But as we ponder this unprecedented time, not only how differently hard it feels right now, we also begin to nervously imagine a possible future without some of our former favorite small businesses and storefronts still there. How heavy that makes our hearts – what a loss that would be for all of us. That left us with a challenge – what can we do to help support these businesses now, and in these next few months, to make sure that they will be able to open their welcoming doors to us once again, in the future.

## ***Understanding a Unique Consumer Perspective during COVID19:***

In supporting our favorite businesses that are closed during COVID19, we must think of a new kind of consumption. It's being a consumer that is *buying time*, and also *buying the future*. A future in which we still see and have the same favorite businesses to once again visit – where we can find our favorite goodies, storekeepers, and those indescribable buying experiences we so love. What we're presenting, is the concept of storekeepers offering **Giving Certificates**.

**No, that's not a typo: it is *Giving* and *not Gift*, and is distinctly different from a typical gift certificate.**

This is a certificate for which the customer will never seek redemption. What they will be receiving now, is the satisfaction of supporting a SmallBiz through a tough economic valley; and in the future, getting the gift of finding their favorite storefront(s) open once again! The other important part of this Giving Certificate design is that the promotion should be initiated/cultivated by a storefront's ambassador customer fans; it should be a message from customers to other customers who share the same love for a particular storefront along with the emotions rooted in Community *Spirit*.

**At its heart, it's a peer to peer campaign, all in support of our favorite SmallBizs.**



### **Initiating and Supporting a CSGC Campaign:**

Kristin and Sean have created a separate ROAD MAP for creating, deploying and managing a CSGC campaign. In creating the vision and mission of CSGC, they realized the need to provide a map that contained clear and easy step by step guidelines that store owners and ambassador customers could follow in order to create a CSGC campaign for success. Kristin and Sean created the CSGC model as a completely public community share, and they will continue to support “next step” support offerings into the future. Be sure to follow Kristin and Sean on Facebook, Twitter and LinkedIn to stay abreast of their joint and respective efforts!

### **Beyond the Peak Crisis of COVID19; What Comes Next?**

It is important for SmallBiz Owners and Storefronts to realize that CSGC is the step for right now, during the worst of COVID19. Reality as we know it, or as we once knew it, shall be forever changed. We will not be going back to the “way it was”. This period we’re all currently in should also be a time for pondering and thinking about what will come next, or – what will be the next steps, as we come into some kind of “new normal”. Kristin’s and Sean’s hope - that the CSGC model will give small businesses a chance for some space, with decreased stress, to really take stock, assess the future, and to hopefully discover the options and the “next” steps that they *will* take.

Community *Spirit* Giving Campaign Supporting our Favorite *SmallBiz* Storefronts through COVID19 2020, is the brainchild of Kristin Fuhrmann Simmons and Sean Driscoll – two friends who are both Small Biz owners themselves, but who first approached the CSGC topics as like-minded consumers with the same heart and soul around shopping small, local and independent.

The campaign idea was sprung to life as they experienced the changing COVID19 landscape themselves. As they exchanged ideas and shared as friends first, and then connected peer-to-peer with a desire to do something to support the community this time.

Their ultimate hope is that this campaign can help both SmallBiz owners *and* other like-minded consumers and community ambassadors in becoming empowered to cultivate the giving certificate campaign across as large a footprint as it can possibly reach.

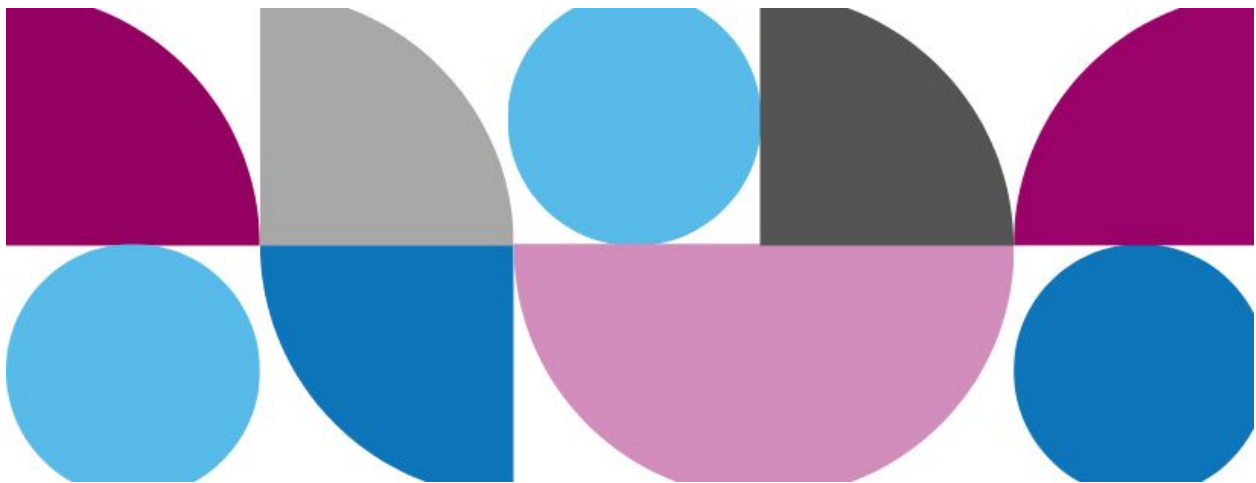
It is our sincerest hope and wish for our favorite SmallBiz storefronts to once again open and thrive.



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# ROADMAP GUIDELINES





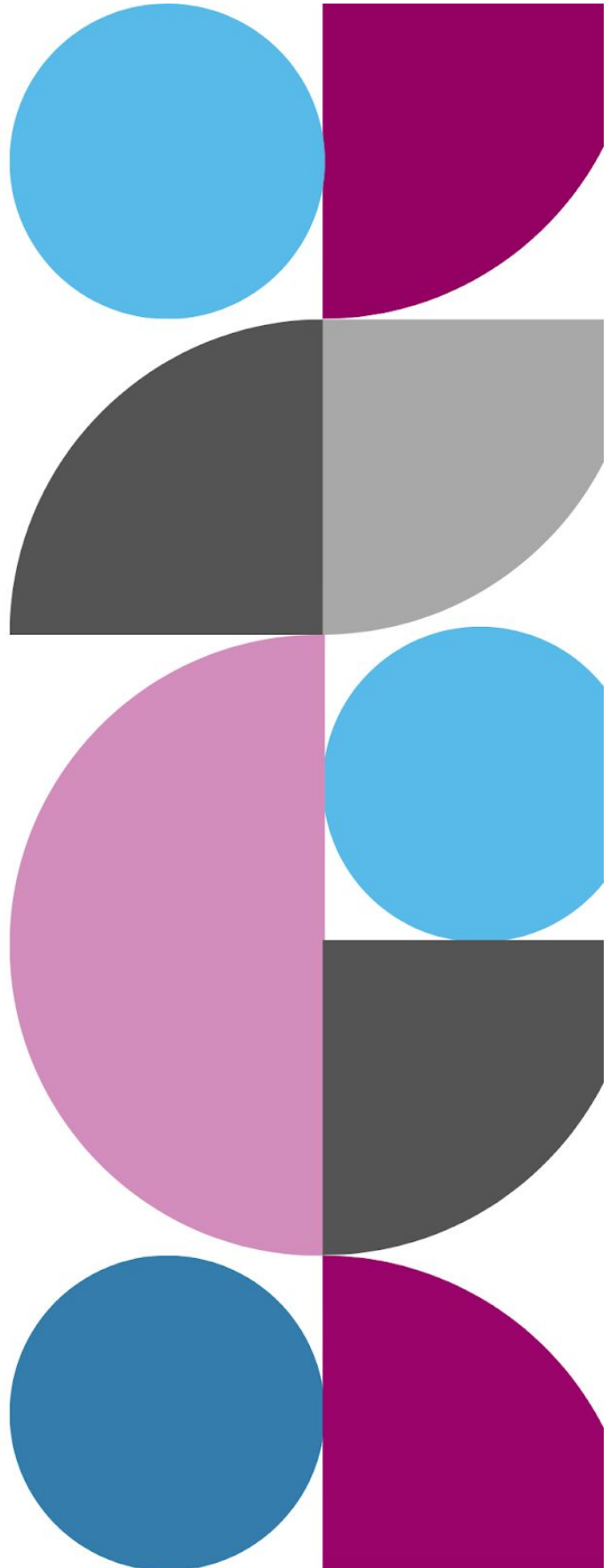
# Community Spirit

## BUY A GIVING CERTIFICATE

We need to support the people we care about and the small businesses that they run.

We need to be the kind of consumers who buy TIME and a future where we have a vibrant, creative, and supportive community. We hope for a future where unique shops and restaurants are thriving, and where we can gather to connect with our communities.

Support our #communityspirit and join the Giving Certificate Campaign.



What is a GIVING CERTIFICATE?

**The Giving Certificate Campaign is one where the customer sends funds to you, the business owner, to help buy a future.** In supporting our favorite businesses that are closed, during this COVID19 pandemic, we must think of a new kind of consumption. It's being a consumer that is buying time, and also buying the future. A future in which we still see and have the same favorite businesses to once again visit – to find our favorite goodies, storekeepers, and those indescribable buying experiences we so love.

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***The other important part of this Giving Certificate design is that the promotion should be initiated by one of the storefront's big customer fans; it should be a message from a customer to other customers who likely share the same emotions rooted in the Giving Spirit.***

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## ROADMAP STEP ONE:

### ESTABLISH YOUR GOAL AS A BUSINESS OWNER

You will have a better time with the GIVING CERTIFICATE campaign when you make a statement about your goals. **Goals provide us with vision and direction.**

For example: *"I am committed to making the 'Giving Certificates' campaign a success for my business. I know that the steps I take in this campaign will help me to grow as a business owner. I am working towards setting up my business online so that I can continue making sales and connecting with my current and potential customers. I promise to be easy on myself, as this is a process. I am open to accepting the support of my community and my customers. It is okay to ask for help."*

Write your own statement here.

Read your statement aloud and proceed to STEP TWO



## ROADMAP STEP TWO

GET READY TO RECEIVE! We want to make it as EASY AS POSSIBLE for clients and customers to send payment to you.

### You will receive money in three ways:

1. Payments sent a PayPal account attached to your email address
  2. Payments sent via VENMO to your Venmo account
  3. Payments sent via check to your business address
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### Here's how to set up a PayPal Account

- PayPal Basic Account <https://www.paypal.com/us/webapps/mpp/how-paypal-works/how-to-setup-account>
- If you need more help, this is a great tutorial as well - Entrepreneur Girl's EASY GUIDE to a PERSONAL PayPal account <https://www.youtube.com/watch?v=Tcob00RrzcU>
- How to send money with your PayPal account <https://youtu.be/C7Mhi5PS7TA>

Once you set up an account and attach it to your bank account, customers can send funds directly to you when they have your email address.

It goes like this:

"You can send payments via PayPal to [Example@GreatStore.com](mailto:Example@GreatStore.com).

They send a payment to you and the money goes into your account. You can then transfer the funds directly into your bank account.

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### Here's how to set up a Venmo Account

- Setting up your account: <https://venmo.com/about/product/?gclid=aw.ds&>
- Video Tutorial: <https://www.businessinsider.com/how-to-set-up-a-venmo-account>
- How to send/receive money with VENMO after set-up <https://www.youtube.com/watch?v=dgsb2BHuijA>

Once you set up an account and attach it to your bank account, customers can send funds directly to you when they have your VENMO ADDRESS:

It goes like this:

"You can send payments via Venmo to @ExampleGreatStore

They send a payment to you with your "@" address and the money goes into your Venmo account. You can then transfer the funds directly into your bank account.

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#### **For personal checks to your business:**

1. Share how you would like the checks made out e.g. "GreatStore in New England"
  2. Give your business mailing address
  3. Receive checks and deposit them.
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### **ROADMAP STEP THREE**

LOOK FOR THE HELPERS AND KNOW THAT YOU ARE NOT ALONE

You have customers who want to help support you and your business. They will help you to spread the word about your "Giving Certificates" campaign. ***In fact, MOST business owners feel better about getting help from their peers rather than soliciting donations directly on their own.***

- 1.) Your Business Best Friends: Identify 3-5 people who are your customers that you could reach out to TODAY. Write them down.
- 2.) Reach out to them via phone, email, or social media. Tell them how much they mean to you and how you would love to have their help with the GIVING CERTIFICATE campaign. (*\*Of note: the average person has 250 contacts on social media and email. Think about that: 5 ppl X 250 = 1,250 people.*)
- 3.) Let them know about your goals for the "Giving Certificate" campaign. Ask them if they would be interested in helping you with posting on social media
- 4.) Let them know the link to your payment portal (Paypal/Venmo/ Check) and give them your Paypal email, your Venmo account "@" address, and your mailing address for personal checks
- 5.) Select photos to share and a sample digital image of a giving certificate. Visuals always make an impact. When your friends and super fans share on social media, photos work REALLY well to attract attention.
- 6.) Give them some sample language to use (see below)

**Sample Language:**

"We are grateful for our supportive community! I am a loyal customer of (INSERT BUSINESS OWNER NAME and BUSINESS DESCRIPTION HERE) I am participating in the Giving Certificate program because I care about our community. I am making an investment in the future. This is not like a traditional gift certificate, instead, it is given from the heart without an expectation for a return, to help the businesses who are impacted by COVID-19.

*Purchase your giving certificate by sending payment in increments of \$25, \$50, or \$100 to (BUSINESS) Any amount is welcome. You can send payments through Paypal at [example@GreatStore.com](mailto:example@GreatStore.com); Venmo at @ExampleGreatStore, or via check to Jane at Great Store, 123 Sample Drive, Anytown, USA.*

*We are truly grateful for your support. Share with your friends so we can make a big impact.*

Keep accurate records of payments sent via VENMO, PayPal, and Check to reference in the future for your bookkeeping, the same way you would with Gift Card Sales.

Here is a screenshot sample of a post:

Adjust the language of your posts to suit your personality, style, and feelings. Encourage your "ambassador" team to get as creative as they want, and make sure to share THEIR posts to your social media pages.

AND THAT IS IT! REMEMBER: Go easy, ask for help, and know that you are valued and supported by your community.

*Disclaimer: This information is provided to you as supportive material. We highly recommend you clearly follow all state & federal rules & laws in the collection & solicitation of funds. You are responsible for your bookkeeping & tax reporting. Thank you! Kristin F. Simmons & BBSquared*

