

## **Kiva Insider Tips for Success**

1. Ask the Women's Foundation to proof read your application and offer edits before submitting to Kiva. A good word count goal is to limit Your Story to 200 words, Business Description to 200 words and Purpose of Loan to 100 words. Make every word count on your public Kiva website.
2. Carefully calculate the exact amount you want to borrow. You will be raising up to \$10K during the same time frame a lower amount. No need to borrow more than needed or justified in Purpose of Loan.
3. Thank your previous Kiva lenders and alert them that you will be applying for a Kiva U.S. loan soon. Ask them to be prepared to loan to you again when your new loan is approved. (If this is not your first Kiva loan)
5. Alert your friends, family, clients and colleagues to be prepared to support your new Kiva loan when it is approved.
6. Join the SWFL Lenders team ASAP we've set up at Kiva and work that network once your loan is approved. [https://www.kiva.org/invitedto/swfl\\_lenders/by/wfswfl](https://www.kiva.org/invitedto/swfl_lenders/by/wfswfl)
7. Once you are on the SWFL Lenders team, invite your network to join via the same link.
8. Make certain you are prepared to use your social media channels (Facebook, etc.) to promote your loan and secure borrowers once Kiva approved.
9. Time your application so you can get the most robust lending network set up in advance to support you during the 45-day funding period (15 personal + 30 public).
10. During your fund raising period, utilize all communication channels within Kiva, your social media, your email contacts, etc. to match the efforts of the Women's Foundation doing same. You cannot thank your lenders enough and encourage them to share with their networks.
11. When/if Kiva turns on "2 x" matching funds for you, communicate with your network to encourage more lending that is doubled. This is a big deal and should be leveraged.

The Women's Foundation, as a Kiva Trustee, would be honored to endorse your loan once it's approved by Kiva. We are also positioned as a Kiva U.S. Lender to loan you up to \$250 during your private funding phase (just ask us) and up to 1/3 your loan goal balance once you are in the public funding phase (just ask us). Email: <mailto:charlotte@fundwomenfl.org>