



MICRO-GRANT PROJECT TOOLKIT

Your guide to start and sustain a successful
community micro-grant dinner.

Brought to you by Jamie Gilcrease,
with support of her awesome crew!

2019

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WELCOME!

Wow!

You are about to embark on an incredible journey. A journey of promoting community-based development through crowdfunding, creativity, democracy, trust, dinner and fun!

I started Souper Starz in the small community of Lead/Deadwood, South Dakota in 2015 and in the first four years, raised over \$17,000 for achievers, dreamers and entrepreneurs! But, it never would have been possible if I hadn't watched an amazing man at a conference share his experience about his passion project - Detroit Soup. After reveling in the fact that such a seemingly simple process could bring community together and raise funds for big ideas, I thought, "I have to do this in my community!". After pairing with a local non-profit organization, Souper Starz was off and running.

We are happy to provide a safe, comfortable platform for people to present their big ideas and raise awareness about their projects and, quite possibly, go home with community-sponsored funding. But this is so much more than the money. Souper Starz is about creating an awareness, giving people a voice and bringing communities so much closer. COMMUNITY OVER COMPETITION.

So now it's your turn. The guide we have prepared for you is pretty darn comprehensive and should walk you through the process of starting and sustaining Souper Starz in your community. As you get a few dates under your belt, you will get a better feel of what works best and can then make adjustments. I have no doubt that you're going to rock this!

I am very passionate about this project and would like to be able to connect with you along your journey. As you participate, I would love for you to share with me the breakthroughs, as well as the challenges you are overcoming. This will help me and my team make this an even stronger program.

Welcome again and have fun with Souper Starz!

Love,
Jamie



BASIC IDEA

A community-based crowdfunding dinner

- Up to six speakers with projects will be allowed 5 minutes each to share their idea and answer questions from diners.
- These projects can be about ANYTHING.

BASIC RULES

- No technology is allowed to present ideas.
- Presenters must live in community and can present monthly, but can only win once per year.

SOUP SUPPER

The event host also provides soup, dinner rolls, crackers, water and coffee, and even sometimes dessert! Locations can include churches, local diners, VFWs, etc.

COST OF ADMISSION

\$10 suggested donation/\$5 for students

All the money collected at the door will be awarded to the presenter with the most votes!

GOAL

The winner goes home with the money raised at the door. Attendees have engaged and participated alongside other people who share in the desire for a better community. Diners have shared resources and ideas with all presenters. Connections have been made. Conversations have been had. People have felt empowered.

PHILOSOPHY

Souper Starz is a place for people to gather and feel heard. Souper Starz is not the granter of the funds.

Our job is to plan a dinner that creates an environment where participants can vote on what project wins the money collected at the door. Each individual who walks through the door is agreeing to grant the money to the project they think is the most deserving through democracy and conversation. We then ask past winners to come back to share with the community what they did with the money.

We encourage people to get involved and have a better understanding of what is happening in their community.

MISSION

Souper Starz' mission is to promote community-based development through crowdfunding, creativity, collaboration, democracy, trust and fun.



WHAT IT IS & WHAT IT'S NOT

SOUPER STARZ IS:

- A way to empower community residents
- A collaborative event
- A platform for connection
- A democratic project of micro-funding
- A way to foster critical dialogue
- A way to establish new relationships and networks
- A way to instill community pride

It is a community dinner that is built to uplift, empower and find stories of awesome individuals within your towns who have fantastic ideas that they might need a little help moving forward. Your job is to create a safe space where the projects and ideas can be pitched. It is up to the community to hold them accountable for following up on what happens with the idea.

SOUPER STARZ IS NOT:

- A competition
- A contest
- About the money

COMMUNITY
— **OVER** —
COMPETITION



1 | UNDERSTAND THE WHY BEHIND SOUPER STARZ

Souper Starz coordinates a place for people to gather and feel heard. There are many people who have great ideas, but may not feel comfortable sharing them or knowing how to get started in making them a reality. Souper Starz holds a space where people from all walks of life can gather, share, listen, learn and thrive.

2 | BUILD A COMMITTEE

Build a committee committed to Souper Starz

Get a group of like-minded leaders to take on the Souper Starz Micro-Grant Project in their community. Members of this planning committee should either live or work (or both) in the community so there is a better understanding of the needs of the people in that area.

Look for a diverse group of members.

- Young and old
- Nonprofit organizations
- Social groups
- Artists
- Entrepreneurs
- Government officials

ROLES

Use **RESOURCE #2 - Committee Roles** to keep track of role assignments.

LEADER

The leader keeps track of time lines and member responsibilities, plans, builds agendas and facilitates meetings. Must feel comfortable with communicating with members about duties and follow-up on commitments and tasks.

SECRETARY

The note taker. This person must be present at all meetings to take clear notes of the goings-on and discussions that take place during each committee meeting. It is



important that these notes are emailed to the rest of the committee within 48 hours of each meeting to make sure everyone stays up-to-date.

The secretary will document the amount of funds raised at each event along with the presenters, winners and proposal submissions for future events. He/she is also responsible for sending event reports back to Souper Starz headquarters. These reports include number of presenters and their topics, amount raised for micro-grant and how many people in attendance.

During the night of the event, the secretary is in charge of either counting the ballots at the end of the presentations, or designating trustworthy people to count the ballots. Find a secluded space at event location for ballot count.

TREASURER

The treasure is in charge of the money coming in and going out at the Souper Starz events. On the day of the event, the treasurer is in charge of taking money at the door. Then, they are in charge of counting the money and writing the check to the winner at the end of the event. If there is an organization backing your Souper Starz events such as a Kiwanis Club, Elks Club or Economic Development, see if they are willing to run the money through their organization. You can you have them write the check for the winner and you give them the money taken at the door. If this is not a possibility, contact us to discuss alternate options.

OTHER AMAZING PEOPLE

These people are AMAZING, willing to volunteer their time and talents and are most definitely the backbone of a successful Souper Starz event. They are in charge of brainstorming and supporting the Leader/Secretary/Treasurer. The “other amazing people” are tasked with helping to find presenters. They should scour their network and encourage friends, family and acquaintances who have a passion to apply. They can also be resources to gather materials for the event. Is anybody in this group part of an organization? Or maybe they work at a place where Souper Starz can be held. Have them use their network and resources to host an event.

3 | LOCATION. LOCATION. LOCATION.

Use **RESOURCE PAGES #4 + #5 - Initial Location Inquiry + Location Site Planner**

The people who will be attending your Souper Starz event should be at the front of



your mind when scouting for locations. If attendees aren't comfortable, they may not return. Some things to consider when choosing a location are accessibility, comfort and familiarity. We have had more than 100 people at some of our events, so make sure your location is large enough to accommodate all your potential guest. One of the main things to consider is if the location space is able/willing to provide soup for the event.

Use RESOURCE #7 - Location Materials Checklist).

How should you proceed when making contact at potential event locations?

Be authentic and be prepared. Make sure you aren't distracted, tired or multitasking. Treat this phone call as an opportunity to get another person(s) involved in Souper Starz. They could become a valuable partner or they might know someone who has a space that you haven't even considered but might be perfect. Maybe they or someone they know has a dream community project and would like to present. Or, they might be willing to donate to Souper Stars and make the dream possible for someone else.

Being prepared includes having some questions ready including:

- **Pricing** – Are they willing to donate the space and provide the soup?
- **Process** – How do they schedule and accept dates?
- **Dates** – What is their availability and does it match yours?
- **Size of space** – Will it accommodate everyone?
- **Noise level** – Is it a busy restaurant? The presenters need to be heard.
- **Audio equipment** – Is a microphone with speakers available? (not required)

Use your resources! Many of your committee members may have connections to spaces that could be perfect for your event - and let's be honest, it's much easier to ask someone you already have a connections with.

Start making connections!

Make a list with phone numbers and contact information of the potential event locations. Set aside a time to start reaching out. Use **RESOURCE #4 - Sample Location Inquiry Sheet** to help you with your first calls until you get comfortable.

Here are some places to consider:

- Churches
- Fraternal organizations (Elks, Eagles, Masons, etc.)
- VFW
- Restaurants
- Schools
- Community Center



4 | PICK YOUR DATES

First, don't try to do this monthly - it's a lot of work and we don't want the burnout setting in. We have found through trial and error that monthly, January through May works best for our area - living in the Black Hills, we relish in our summers and want to soak up every ounce of sun. However, you may look at holding your event every other month or even quarterly. Try it out, you can make adjustments for following years.

Things to consider when choosing your dates (and things to work around)

- Holidays
- Town sporting events
- Other events in the community (fundraisers, etc.)
- School functions

5 | FINDING PRESENTERS

The presenters are the foundation of Souper Starz. So, how do we find people to present their ideas? First, let's create a list of people who have had or could have a positive impact on your community. These are the people you can ask to share information about Souper Starz. They will have ideas of presenters. Have these people guide presenters to fill out a proposal application.

Community contacts to consider:

- Schools
- Religious organizations
- Nonprofits
- Clubs
- Artists
- Business owners

So, what does the application look like?

Keep the questions simple. The purpose of the form is to encourage people to apply to present. Make sure you have a few different ways for them to apply. We have an application they can fill out right on our website (once you purchase this toolkit,



we coordinate with you to add your town), they can print off an application on the website or they can pick up a paper copy of the application at a local business. If you allow paper applications, make sure there is an easily accessible spot where they can pick up and drop the completed applications. The business you choose should be open regular hours. Find a sample application in the resource section **RESOURCE #15- Sample Application.**

QUESTIONS WE ASK:

- Name
- Email
- Phone number
- Brief overview of the project
- Anticipated date of completion
- Why should your project be chosen?

WAYS TO ENCOURAGE PEOPLE TO APPLY:

Some people may have reservations about applying for a number of reasons. Here are some positive things you can tell a potential applicant.

- Their application doesn't need to be a novel.
- It can be short, quick and to the point.
- Your idea can be about anything.
- Age is just a number! Speaking-age children through all walks of life are encouraged to apply.
- Again, COMMUNITY OVER COMPETITION! You aren't competing against other presenters. Everyone is sharing their ideas and their passions in hopes of making a connection.

APPLICATION SELECTION:

- Set a deadline for people to apply. If you have more than 6 applications, you will need time to sift through them and choose which six will present at the next event.
- When deciding on which 6 will present, cast your own personal judgments aside. Don't disregard projects that make you feel uncomfortable. The community will decide if it's a good fit for their community by voting or not voting for it.
- Don't get caught up on the person who will be presenting the idea. Their



character will come out during the dinner and it's up to the diners to decide if they are worthy of the money. We aren't the ones who stifle potential.

- Don't limit the night to a certain "theme" of projects. The vetting process exists so your night has a variety of projects for the diners to choose from.

Things to think about:

- Is the project feasible?
- Does it relate to the community and the people who live in it?
- Will it make the community better?

Souper Starz is not about you, your agenda or your political platform. It is a safe place where people from all walks of life can come together, create a network and present their ideas. Your job is to create the space, make sure it is safe for all ideas to be presented and fairly count the votes to determine the winner. It's also your job to challenge the diners to ask questions and to stimulate conversations.

PREP YOUR PRESENTER

Make sure you communicate with your presenters what they can expect at Souper Starz. It's so important that they are prepared. There is no technology allowed during a presentation, but they are encouraged to bring props if it better helps demonstrate their project. Presenters who are more prepared seem more trustworthy and people are more apt to vote for them. We do have a sample email that you should send to your presenter once they have been chosen [see RESOURCE #16 - Sample Email to Presenters](#).

Your presenters should be encouraged to invite EVERYONE they know. It's 100% okay to "stack the deck." It's a fair assumption to say that the more people that are there to support a presenter, the more votes they receive.

6 | MARKETING

LET'S FIND SOME DINERS!

These are the people who will be paying \$10 at the door and voting for which presenter gets the money. Most importantly, these are the people who are part of this network of people who are willing to give their time and money to make their community a better place. The micro-grant is funded by them, not Souper Starz.



Use your network on this one. The word can spread by you simply planting the seed with people you know. Also, your presenters are a HUGE resource when it comes to word of mouth. Again, the more people that are there to support a presenter, the more votes that presenter receives.

MARKETING METHODS

Committee members' networks: Use everyone who is involved in Souper Starz already. Have all the committee members tell their friends, family and associates. This responsibility is not solely that of the leader. It's the entire committee's job to spread the word.

Social media: We have had great success using Facebook and Instagram for our events. Be sure to make a Facebook Event as these show up in different places throughout Facebook. If you have a little money to spend on advertising, boost a Facebook event to make the reach even larger. There are sample materials [RESOURCE #13 - Example Social Media Materials](#) for posts and events.

Community calendars: There are numerous calendars that you can post your event on for free. These include chamber calendars, city calendars, neighborhood newsletters and email lists.

Talk about it: Word of mouth is the best form of advertising. Talk about it. Talk about it. And then talk about it some more.

Go to networking events: Mention and explain Souper Starz at networking events that you may already be going to such as chamber mixers and committee meetings.

Flyers: Hang flyers around town at restaurants, grocery stores and popular gather places for people in your community to see. [RESOURCE #14 - Sample Flyer](#)

Once people become familiar with Souper Starz, marketing will be easier and easier. They will see an event on Facebook and automatically share it because they understand the importance. During your events, make sure you mention future dates.



7 | THE DAY OF SOUP

All this prep work and the day has finally arrived! Congratulations! Use **RESOURCE #9 - Dinner Role Descriptions** to help assign roles to your committee members and volunteers. We have also provided you with a more detailed agenda **RESOURCE #12 - Sample Agenda**.

SET UP

Make sure the your committee arrives early to the space. We have found that people can start showing up 45 minutes early. It's best if the **Welcoming Committee** is at the door and the **Money Taker** is already there to collect the \$10 and give them the ballot before they even enter. The **Set Up Team** should see if the host needs any help setting up tables, chairs or the serving table. Make sure the entrance table has a few pens for people who want to write checks. Once someone pays, be sure to hand them a ballot. Sometimes people know who they want to vote for ahead of time. This is okay. They are more than welcome to cast their vote right away. However, if people come and in and they aren't sure who they are voting for, encourage them to take the ballot to their seat and vote at the end (this is the preferred way anyway). Have the ballot box available at the entry table for early voters.

SET THE SCENE

Make sure there are plenty of pens at the tables for people to vote at the end of the presentations. We also put a few pads of Post-Its on the tables for diners to write down available resources for the presenters. So, if a diner knows someone that can help one of the presenters, they can write down that person's name and phone number/email address. This is an easy way to get people to network and share resources. These Post-Its can then be put on a resource board for presenters and fellow diners to see. Yes, the money is a great exchange to help the winning presenter progress in their project but you will find that money is the least interesting part of Souper Starz. It's the connections between humans that becomes the most empowering.

FOOD

A Souper Starz event is definitely about the presenters, diners and projects to improve the community. However, soup is also an important component (it is in the name, after all). In a perfect world, the event hosting the dinner provides the food. If the event is being hosted at a restaurant, this is a perfect time for them to test out a new recipe or reach a whole new audience who may have never been to their



place or tried their food before. If your event is at a church, many church members will volunteer time and resources to provide the food. We have found having a few options for soup goes over the best with diners. A classic such as chicken noodle is a great idea along side something more adventurous such as Italian wedding or beef and barley (not really adventurous, but you get the idea).

PRESENTATIONS

Presentations need to be 5 minutes, TOPS. Have the **Timer** time it on their phone or with a stopwatch. This ensures that all presenters will have enough time to present their ideas and keep the attention of the diners. After each presentation, give the diners an opportunity to ask questions. The MC should try to keep it to 2 or 3 questions per presentation. Encourage diners to talk to the presenters after all presentations have been completed to keep the event moving.

Encourage the presenters to arrive 30 minutes before the event begins. This way they can get a feel for the space and greet any diners who have come to support them. There may even be diners who have questions about their project before their presentation and this gives them time to have that conversation. It's also a great time for presenters to talk to each other. Who knows? Maybe there is an opportunity for collaboration between them. Remember, this is a place for networking, and it is strongly encouraged.

VOTING

Give a voting ballot [see RESOURCE #18 - Sample Ballot](#) in the door with each \$10 that is paid. If someone wants to pay \$20, they receive 2 ballots. We have had instances where someone collected money from people who wanted to support her project but couldn't attend the event. She came to the door with envelope of money, and she received a vote for each \$10.

Once all the presentations are complete and all questions have been asked, tell the diners that it is time to vote for the project they feel deserves the funding. Have the **Ballot Collector** walk around and pick up the voting ballots. Then, the **Ballot Counters** count the votes. We find it is easiest if you make piles of votes for each presenter, then count the pile of ballots. If there's a tie, split the money equally between the presenters.

Once all the votes are counted, announce the winner to the diners. This is an exciting time and should be treated as such. Get excited about the process and be excited for the winner!



8 | LEARN AND IMPROVE

It's so important that your team meets shortly after a Souper Starz event while everything is fresh in your minds. Be positive during these meetings. Share what you are excited about along with what you are going to work to improve. Let's face it, your first Souper Starz event probably won't be perfect. But, we hope that by supplying you with this toolkit, you can be prepared for what is needed. So, when something isn't perfect what do you do? You improve! You talk about your successes and how you can expand upon them and you talk about things that didn't go well and how to improve them.

FOLLOW UP

Since collaboration is the name of the Souper Starz game, after each event you host, we want you to share with us:

- How many people were in attendance?
- How much money was raised?
- Who won?
- What were the presentation topics?
- What worked great for your event?
- What needs improvement?

After each event, please send an email to WeRockedIt@souperstarz.com. We send out a newsletter with information from other communities and how Souper Starz has helped improve communities through crowdfunding, creativity, democracy, trust, dinner and fun!



RESOURCES

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5-STEP ROAD MAP

TO PLANNING YOUR SOUPER STARZ EVENT

Yes! You want to make Souper Starz a successful event in your community, but first, sit down and fill out this worksheet before you get started. Every idea must begin with your clarity. You can do this by yourself or with your Souper Starz committee.

1

Your **WHY**

Why do you want to bring Souper Starz to your community? What inspires you to do so?

2

Your **WHO**

Describe your ideal presenter. Who do you want to see come forward out of your community with ideas?
Then, describe your ideal audience? Who is coming to these events?



5-STEP ROAD MAP

TO PLANNING YOUR SOUPER STARZ EVENT

3

The **WHERE**

Describe the ideal space for a Souper Starz event to take place.

4

The **WHAT**

Besides the fact that this is a Souper Starz event, write down the ideal features of each event:

Start Time: _____

End Time: _____

Price: _____

Other ideas/thoughts:

5

The **WHEN**

Nothing happens until you decide when your event will take place. This doesn't need to be a specific date, but narrow down which months will work best. Which days of the week?



COMMITTEE ROLES



| ROLE | NAME | PHONE | EMAIL |
|------------------------------------|------|-------|-------|
| LEADER/FACILITATOR/ CHEERLEADER | | | |
| SECRETARY/NOTE TAKER | | | |
| TREASURER/KEEPER OF THE FUNDS | | | |
| AMAZING PERSON #1 | | | |
| AMAZING PERSON #2 | | | |
| AMAZING PERSON #3 | | | |



MEETING GUIDE

There is much to plan before your first event! Make the most of your committee's time and keep things on schedule. No one likes meetings, so keep them short, concise and on track. Make sure that at the end of each meeting, you review each person's commitments and set the next meeting date. As the Leader/Facilitator, this guide will come in handy.

MEETING 1

- **Introductions:** Your committee members may not know each other, so now is the time to go through introductions. Here are some fun ice-breaker questions:
 1. Describe yourself in one word.
 2. What is your favorite part of our community?
 3. What were you most proud of this past week?
- **Describe:** What is Souper Starz? Tell the group why YOU, as the leader want to make it a successful event in your community.
- **Conversation:** How and why will Souper Starz work in your community?
- **Development:** Fill out **Resource #1 - 5-Step Road Map** with the group.
Commitment: Are you in? Fully in? Who else should be here?

MEETING 2

- **Share:** Logistical Information
 - **Review estimated timeline** **RESOURCE #6 - Timeline:** use the materials and timeline outlined in this packet
 - **Review committee roles:** Assign roles if people are ready to commit and be dedicated to the success of Souper Starz. All roles may not be assigned at this meeting. People may need to think about how they could be the most useful and make their commitments at the next meeting.
- **Brainstorm:** Possible locations, dates and times.
- **Commitment:** Who is reaching out to each location? What do they need to report back at the next meeting? Use **RESOURCE #4 + #5 - Initial Location Inquiry + Location Site Planner** to help with location planning.



MEETING 3

- **Report:** Locations and dates should be solidified by this meeting. Double note that the event host (location) is also in charge of providing soup for the event.
- **Assign:** All committee roles should be assigned by this date.
- **Create:** Marketing plan. Who are you reaching out to? Who will you contact to look for presenters? How will you collect a list of emails to notify attendees of future Souper Starz dinners and other opportunities.
- **Commitment:** Who is each committee member reaching out to and by when? Who is checking in with team members? Who is printing and distributing flyers advertising the event? Who is creating a social media page promotion your project? Who is emailing community allies about events?

MEETING 4

- **Report:** Each committee member will report their progress
- **Plan:** Go over details of the event night.
 - List of materials needed to execute event. **RESOURCES #7 + #8 - Location and Materials Checklists**
 - Set roles for committee members at night of event **RESOURCE #10 - Dinner Roles**
 - Write agenda **RESOURCE #12 - Sample Agenda**
 - Make sure you have next Souper Starz event date solidified so you can announce it at the event .

MEETING 5 - LAST MEETING BEFORE THE BIG EVENT!

- **Report:** Each committee member will report their progress
- **Plan:** Go over any last minute details.
- **Select Proposals:** If you have more than 6 submissions for presenters, practice democracy here and narrow it down to the final 6. The others can submit their proposals for the next Souper Starz event.
- **Finalize Location Set-up:** Touch base with your contact at the event location. Make sure they know what you want the room to look like, what time they need to have everything set up and that they have all their volunteers lined up for set-up. Again, event host should be taking care of all of these details. You just need to provide them with the checklist **RESOURCE #7 - Location Materials Checklist**
- **Review:** Dinner roles, materials, etc.



MEETING 6 - FOLLOW UP MEETING

- **SWOT:** Review of event - how did it go?
 - Identify **S**trengths of the event
 - Identify **W**eaknesses of the event
 - Identify **O**pportunities to take at future events
 - Identify **T**hreats that might get in the way of Souper Starz
- **Brainstorm:** How do you address each SWOT analysis?
 - Continue **S**trengths?
 - Avoid **W**eaknesses?
 - Take on **O**pportunities?
 - Avoid **T**hreats?
- **Set next meeting to start planning next event:** Work backward from the next event date to set a date for the first planning meeting.

Preparing for the first Souper Starz event is always the hardest! It WILL get easier from here and you will be able to make changes to the events and roll with the punches. You will also see that you will need less planning meetings. Just make sure that you are following up with commitments and all committee members are checking in with reports and progress.



SAMPLE LOCATION INQUIRY SCRIPT

Sample script when you have the correct contact on the phone:

Hi, my name is _____ and I am involved in a community micro-grant project called Souper Starz. We create a space for people who have projects to help our community and help them get the funding they need. The basic idea is a community-based crowdfunding dinner. So, up to six speakers with projects will be allowed 5 minutes to share their idea and answer questions. Diners will pay \$10 at the door to enter the event and receive a bowl of soup. Then, after all 6 presenters have completed their presentations, the diners vote. The presenter with the most votes, receives all the money that was taken in at the door.

I was wondering if you would be interested in hosting an event. [Ask them about the space and if it will accommodate the amount of people you are expecting] Since all the money that comes in at the door is given to the presenter to fund their project, would you be willing to donate the space and provide soup/dinner rolls/crackers/dessert/water/coffee either through your organization or by recruiting some volunteers?

- [If they say, yes]
 - Great! Thank you so much. We appreciate it and know the presenters will as well. [Then, discuss dates and times that they are available and that work with your schedule]
 - Set up a time to come look at the available space and discuss details.
- [If they say no thank you]
 - Ok. I understand. Can I ask you if there are any other spaces that you know of and would recommend to me?
- Make sure to thank them for their time.



LOCATION SITE PLANNER

Take this checklist with you when you visit your potential locations.

BASICS:

- ☐ Is the date available for your Souper Starz event?
- ☐ Are they willing to donate the space?
- ☐ Are they willing to donate and organize soup/rolls/crackers/dessert?
- ☐ How long do you have access to the space? This includes setup and cleanup.
- ☐ What is the room capacity?
- ☐ Are the venue staff willing to clean up after the event?

SPACE REQUIREMENTS:

- ☐ Are the bathrooms easily accessible?
- ☐ Is there enough lighting?
- ☐ Is the room set up so all the patrons can easily see the presenter (or can it be rearranged to accomplish this)?
- ☐ Do they have audio equipment available?
- ☐ Are there tables and chairs available (enough for all your expected diners)?
- ☐ Is there one single entrance door so you can easily coordinate payment by diners?



TIMELINE

Stay on track! Creating a rough timeline is important for managing expectations and keeping the committee on track.

ABOUT TWO MONTHS BEFORE THE FIRST SOUPER STARZ EVENT

- **Set:**
 - ☐ Date
 - ☐ Location
 - ☐ Committee Roles
 - ☐ Email and/or physical application drop-off locations
- **Initial Marketing:**
 - ☐ Announce the date and call out for applications for presenters
 - ☐ Update flyer, social media graphics and marketing materials
 - ☐ Post on all social media
 - ☐ Hand out flyers
 - ☐ Initiate word of mouth advertising
 - ☐ Email all cultivated contacts
- **After 1st event, check with past winner and confirm that they will give a 5-minute progress report on their project at the upcoming Souper Starz event.**

ONE MONTH BEFORE SOUPER STARZ EVENT

- **Call out/find:**
 - ☐ Presenters! Do you have enough applications for the first event?

2-3 WEEKS BEFORE SOUPER STARZ EVENT

- **Secure:**
 - ☐ Touch base with event location to make sure they are on track to host event
 - ☐ Volunteers and roles for the dinner



- **Marketing for applications and/or diners:**

- ☐ Speak at community events to promote Souper Starz
- ☐ Email residents, community groups and Souper Starz supporters
- ☐ Pass out flyers **RESOURCE #14 - Sample Flyer** to residents and hang in popular community locations
- ☐ Use social media regularly **RESOURCE #13 - Example Social Media Materials**
 - ☐ Announce/create event
 - ☐ Engage with others in community
 - ☐ Invite friends to share
 - ☐ Announce location, date, time and speakers

1-2 WEEKS BEFORE SOUPER STARZ EVENT

- **Intensify marketing for attendance:**
- **Select presenters:**
 - ☐ Narrow down presenters to final 6
 - ☐ Notify all presenters
 - ☐ Encourage attendance - presenters need to invite all their family and friends
Continue marketing on Social Media **RESOURCE #13 + #17 - Example Social Media Materials + Reminder Cards**
- **Develop agenda: RESOURCE # 12 - Sample Agenda**
- **Confirm:**
 - ☐ Roles and responsibilities for event **RESOURCE #10 - Dinner Roles**
- **Arrange materials for dinner: RESOURCE #8 - Committee Materials Checklist**

NIGHT OF EVENT

- **Set up:**
 - ☐ Set up entry table and cash station
 - ☐ Test audio equipment
- **HAVE FUN!**



LOCATION MATERIALS CHECKLIST

This checklist goes to the event location.

SOUP SUPPLIES:

- **Basics:**
 - ☐ Bowls
 - ☐ Spoons
 - ☐ Napkins/paper towels
 - ☐ Cups + drinks
 - ☐ Water dispenser/pitchers + water
 - ☐ Serving utensils
 - ☐ Warmers for soup
 - ☐ Soup
 - ☐ Crackers
- **Extras (not required):**
 - ☐ Coffee dispenser + coffee
 - ☐ Cream + sugar
 - ☐ Desserts
 - ☐ Small dessert plates
 - ☐ Rolls + butter

SPACE SUPPLIES:

- ☐ Tables + chairs (to seat approximately 100)
- ☐ Serving tables + entry table
- ☐ Audio equipment (if available)



COMMITTEE MATERIALS CHECKLIST

This checklist will remind you of supplies needed for the day of event.

VOTING SUPPLIES:

- ☐ Ballot box
- ☐ Ballots with presenters
- ☐ Pens

TREASURER SUPPLIES:

- ☐ Cash box
- ☐ Blank check to pay winner (may come from the organization backing your Souper Starz events)

OTHER SUPPLIES:

- ☐ Resource board (this could be a 24"x36" piece of paper, a hunk of cardboard, a place on the wall, really anywhere you can place Post-Its)
- ☐ Sticky notes
- ☐ Email sign up sheet
- ☐ Directional signage if location isn't obvious



DINNER ROLE DESCRIPTIONS

Souper Starz events should be fun! Assign committee members and volunteers specific roles and your evening should go off without a hitch. Multiple roles can be held by individual members.

SET UP TEAM:

This team (one or two people) should arrive at least 45 minutes before the event to make sure everything is in place. Assist your hosts with soup set up and any final preparations. Entry table with ballot box, ballots and cash box should be set up as well.

WELCOMING COMMITTEE:

One or two people at the door welcoming diners, giving instructions and directing traffic.

MONEY TAKER:

One or two people should sit at the entry table prepared to accept money and hand out ballots to all diners.

MC:

This is an important role. This person should be a confident speaker, understand how to read the audience and facilitate the evenings events. An overview of Souper Starz mission and philosophy will be presented and the MC will support a fun, community-based environment.

TIMER:

Each presenter is allowed 5 minutes to present. To make sure everyone stays within these parameters, the timer will use a timing device (cell-phone works great) and will give each presenter a one-minute warning.

VIDEOGRAPHER:

Assign someone to either Facebook Live the event or video each presenter individually along with the presentation of the check to the winner. Post these videos on social media to show how much awesomeness is happening at Souper Starz.

FLOATER:

It's always nice to have a few people to be assigned to mingle with the diners, encourage conversation, answer questions and be prepared to help in other positions.

BALLOT COLLECTOR AND COUNTER:

Two people should be assigned to collect ballots that haven't been placed in the ballot box and find a secluded spot to count ballots.



DINNER ROLES

Volunteers can hold more than one role.



| ROLE | NAME | PHONE | EMAIL |
|----------------------------|------|-------|-------|
| SET UP TEAM | | | |
| SET UP TEAM | | | |
| WELCOMING COMMITTEE | | | |
| WELCOMING COMMITTEE | | | |
| MONEY TAKER | | | |
| MONEY TAKER | | | |
| MC | | | |
| TIMER | | | |
| VIDEOGRAPHER | | | |
| FLOATER | | | |
| FLOATER | | | |
| BALLOT COLLECTOR & COUNTER | | | |
| BALLOT COLLECTOR & COUNTER | | | |



PRESENTERS



Date: _____

| ROLE | NAME | PHONE | EMAIL |
|-----------------------------|------|-------|-------|
| PAST WINNER PRESENTATION | | | |
| PRESENTER #1 | | | |
| PRESENTER #2 | | | |
| PRESENTER #3 | | | |
| PRESENTER #4 | | | |
| PRESENTER #5 | | | |
| PRESENTER #6 | | | |



SAMPLE AGENDA

5:10 DOORS

- All committee members and volunteers in place. Diners inevitably start arriving early. Make sure floaters are mingling and encouraging people to talk!
- People arrive and pay their suggested donation of \$10 at the door, enter the space, find a seat or mingle for a little while. Everyone is invited to talk with neighbors, learn about presenters and settle into the Souper Starz experience.

5:30 SOUP!

- Invite diners to go through the soup line. Diners have a half hour to enjoy dinner and talk with neighbors.

6:00 PROGRAM BEGINS

- Remind everyone to use the restroom, get seated and silence their phones.
- **Welcome:** MC welcomes the audience and gets things started
 1. Thank your sponsors: Location sponsor, soup cooks and organization backer
 2. In about 5 minutes, explain:
 - What is SOUPER STARZ? Brief history and why you are doing the dinners in this community?
 - Values and goals of Souper Starz.
 - Describe resource sharing on the Post-It note board.
 - Review the night's presentation agenda.*Keep it fun and exciting! If the MC is excited, the audience will be too.*

6:15 PRESENTATIONS BEGIN

- **PAST SOUPER STARZ WINNER REPORT:** After your first Souper Starz, of course, invite the last winner to speak for 5 minutes about how their project is progressing, how they used the funds and share stories about their successes and challenges in the past few months.
- **PRESENTER #1-6:** Invite each presenter to the microphone, one at a time and allow 5 minutes each to present.
 - Following each presentation, the MC asks the audience for up to 4 questions per presenter.
 - Remind the audience to use the resource board to share ideas or resources with the presenter.



6:45 VOTING

- All diners received a voting ballot with all presenters when they paid their donation at the door. Please encourage everyone to talk to the presenters, each other, and then to vote on the project they like the best.
- After all votes have been cast, voters can either hand their ballots to the ballot collectors or put them in the ballot box.
- Ballot collectors take the ballots to a secluded spot and count to determine a winner.
- Treasurer counts the money collected at the door and determines the total amount for the winner.
- Check is written to the winner by the backer organization (Kiwanis, Elks, etc.)

7:00 ANNOUNCE THE WINNER!

- Thank all diners and presenters for being a part of Souper Starz, making sure you highlight the importance of each person in the room and their contributions to the conversations happening in the community.
 - Recognize and thank committee members and volunteers for their work.
 - Thank the venue for using their space and providing soup.
 - Thank your backer organization.
 - Announce the date of the next dinner and tell folks how to stay updated - sign up at the door for updates and watch Facebook for posts.
- **ANNOUNCE THE WINNER AND THE FUNDS RAISED**
 - Invite the winner to the front to accept the money and publicly ask them if they will come back to report on their project at the next event.
 - Take photo of winner for social media

CLEAN UP

Ask everyone to help. Explain where to put tables, chairs, paper products, pens, etc. (Make sure to ask the venue if they want your help cleaning).

Pat yourselves on the back! SUCCESS!!



EXAMPLE SOCIAL MEDIA MATERIALS

The following pages contain your guide to creating a Facebook page for your Souper Starz along with sample photos.

CREATE A FACEBOOK PAGE FOR YOUR SOUPER STARZ EVENTS

NOTE: Facebook is continually updating their interface and instructions may vary. If you get stumped, Google, "How to set up a Facebook Business Page"

1. Log in to your personal Facebook account (this should be created by one of your committee members and others can be added as administrators). Type the term "Pages" into the search bar available on top of any Facebook screen and choose the "Facebook Pages" link in the search results. On the next screen, choose the "Create Page" icon in the top right corner of the screen.
2. Click on the "Business or Brand" button, located in the top row of page category icons.
3. Type COMMUNITY ORGANIZATION in the "Category" box
4. Type the name of your organization (SOUPER STARZ YOUR TOWN NAME) into the "Page Name" box.
5. Click on the blue "CONTINUE" link and review the rules for Facebook pages. The rules open in a new Internet browser screen. Return to the tab containing the "Create a Page" screen and check the box next to "I Agree to Facebook Page Terms." Click the blue "Get Started" button.
6. Use the steps provided to set up basic information for your new page, including an image and first status update. Click the blue "Edit Info" link at the top of your page, just beneath its name, to add a full description. Other info that may be added for an organization page includes an address, mission and date of founding.

FACEBOOK PROFILE PICTURE

Your profile picture should be the Souper Starz logo with your town typed under. **See sample:** Profile picture optimal size: 360 x 360 pixels.



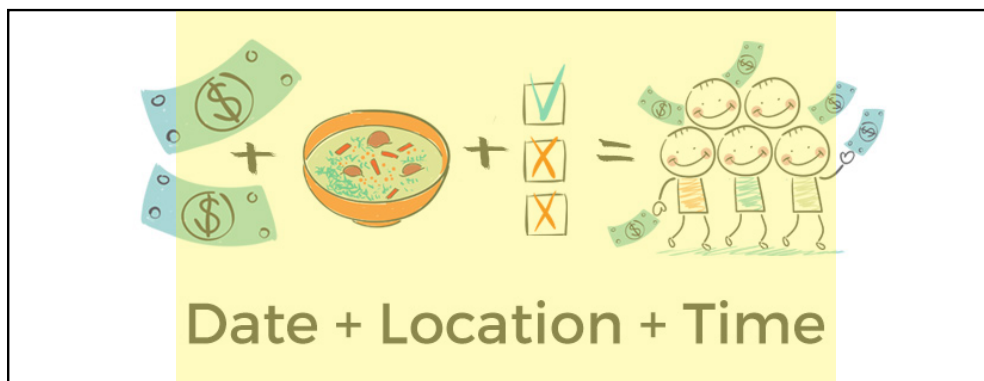


FACEBOOK COVER PHOTO

Your profile picture should be the Souper Starz infographic with the Date, Location and Time of your next event. **See sample below:**

Cover photo optimal size: 828 x 315 pixels.

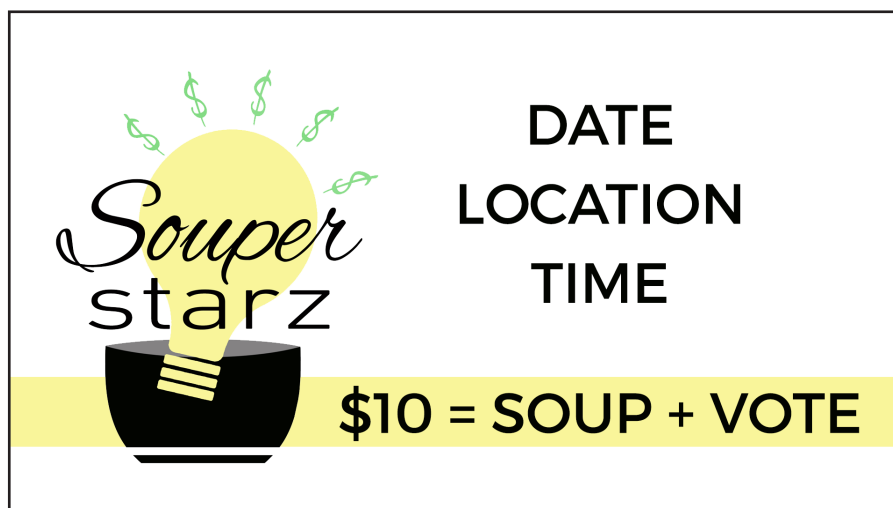
Best viewing area for all devices: 560 x 315 pixels - Make sure important information stays within these boundaries (the boundaries are indicated by the faded yellow rectangle - this is not part of the photo).



FACEBOOK EVENT COVER

You should create an event on your Souper Starz page for each of your upcoming Souper Starz events. The event cover photo should be the logo with the **Date, Location and Time** of your next event with brief explanation. **See sample below:**

Event photo optimal size: 1920 x 1080 pixels.





FACEBOOK POST PHOTO

You should post several times leading up to each event, both on the event pages as well as on your Facebook feed. Each post should give your viewers information about your upcoming event. Here are some ideas of what to post:

- Create a post asking for presenters - make sure to add a photo to the post to draw attention.
- Create a post engaging viewers about ideas in the community.
- Showcase each presenter for your upcoming event on separate posts. Post a photo of the presenter along with a very brief teaser about what they might be presenting on. **Sample:**



"Our first ***town name*** presenter is Jeff, presenting his idea to start a music program for the local Boys and Girls Club. Jeff will be providing guitar lessons to our community's kids and will use the funding to purchase guitars and sheet music."

Post photo optimal size:
940 x 788 pixels.

- Once you have your entire lineup for your upcoming event, start getting the word out about date + location + time. **Sample:**



Date + Location + Time

\$10 = Soup + Vote





SAMPLE FLYER

You will have access to a flyer you can edit on your toolkit portal. Make sure to give credit to your location sponsors as well as your backing organization.

MEET • EAT • LISTEN • VOTE



Feeding community ideas

A dinner funding micro-grants in the Lead-Deadwood community

HOW IT WORKS:

1) \$10 gets you soup and a vote. Come eat dinner & support our dreamers.

2) Listen to local people present about their dreams that need funding.

3) Up to six presenters have five minutes each to share their ideas.

4) Audience members vote on which project they deem most worthy to fund.

5) Presenter with the most votes wins all of the money collected at the door.

2019 SCHEDULE

January 31 • 5:30pm

Christian Ministry Center
7 S Main Street | Lead

February 28 • 5:30pm

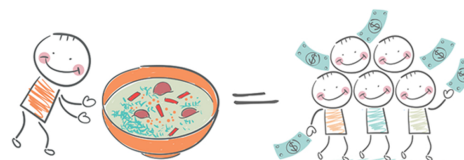
Lewie's Saloon & Eatery
711 S Main Street | Lead

March 28 • 5:30pm

Shepherd of the Hills
825 W Main Street | Lead

April 25 • 5:30pm

Deadwood VFW
10 Pine Street | Deadwood



What are your dreams?

APPLY FOR A MICRO-GRANT

Pick up an application at Lotus Up Espresso, 95 E. Main St. Lead, fill out and return to Lotus Up by Friday, the week prior to the event.

You may submit your application online at www.souperstarz.com.





SAMPLE PRESENTER APPLICATION

Information we ask on our applications:

SOUPER STARZ APPLICATION

NAME: _____ **PHONE NUMBER:** _____

EMAIL: _____

BRIEF OVERVIEW OF PROJECT: _____

TIME FRAME OF PROJECT: _____

WHY SHOULD YOUR PROJECT BE CHOSEN: _____



EXAMPLE EMAIL TO PRESENTERS

The following is an example of a form email we send to our presenters. Feel free to modify as needed.

Congratulations!

Your project has been selected to present at Souper Stars on <<DATE>> at <<LOCATION>>. We are so excited that you will be sharing your story with our community! Please confirm that you will be attending our event by replying to this email by <<DATE>>.

Event Details:

DATE + LOCATION + ADDRESS

\$10 = Soup + Vote!

Doors open: 5:10pm

Soup: 5:30pm

Presentations: 6:15pm

Voting: 6:45pm

Winner Announced: 7:00pm

Presentation Details:

You will have five minutes to share your idea with questions to follow from the diners. Watch the "TIMER" for the 1 minute warning, meaning you have 1 minute to wrap things up. During your presentation, make sure to hit these points:

- Who you are?
- What is your project?
- What you will do with the money?
- How much money will your project cost?

As always, we do not use technology so if you want to use props, they need to be everything but a Powerpoint presentation or something where a projector or sound would be needed.

Sharing Event:

Feel free to tell everyone you know! Spread the word! Invite your network of friends and coworkers to be a part of the evening. Attached is a sheet of reminder cards you can hand out. **Resource #17** <-- for your information; not to be included in email.



Please, share our Facebook event: << LINK>>

You may also direct people to www.SouperStarz.com if they haven't experienced a dinner before.

Press:

We like to film our dinners. We just want to let you know that there might people taking video at our events. Just think - you could be on a local story!

Please let us know if you have any further questions about this.










With thanks,

The Souper Starz Team!



REMINDER CARDS

You will have access to a printable sheet in the toolkit portal. You can attach the downloadable PDF to your presenter emails.

| | |
|--|---|
|  \$10 = SOUP & A VOTE Come support my dream! Name: _____ Date: _____ Time: _____ Location: _____ |  \$10 = SOUP & A VOTE Come support my dream! Name: _____ Date: _____ Time: _____ Location: _____ |
|  \$10 = SOUP & A VOTE Come support my dream! Name: _____ Date: _____ Time: _____ Location: _____ |  \$10 = SOUP & A VOTE Come support my dream! Name: _____ Date: _____ Time: _____ Location: _____ |
|  \$10 = SOUP & A VOTE Come support my dream! Name: _____ Date: _____ Time: _____ Location: _____ |  \$10 = SOUP & A VOTE Come support my dream! Name: _____ Date: _____ Time: _____ Location: _____ |
|  \$10 = SOUP & A VOTE Come support my dream! Name: _____ Date: _____ Time: _____ Location: _____ |  \$10 = SOUP & A VOTE Come support my dream! Name: _____ Date: _____ Time: _____ Location: _____ |
|  \$10 = SOUP & A VOTE Come support my dream! Name: _____ Date: _____ Time: _____ Location: _____ |  \$10 = SOUP & A VOTE Come support my dream! Name: _____ Date: _____ Time: _____ Location: _____ |



SAMPLE BALLOT

This is what our ballot looks like, but you can easily create something similar in a Word Document.



CAST YOUR VOTE!

Choose **one** of the presenters

☐ <<Name of Presenter 1>>

☐ <<Name of Presenter 4>>

☐ <<Name of Presenter 2>>

☐ <<Name of Presenter 5>>

☐ <<Name of Presenter 3>>

☐ <<Name of Presenter 6>>

Next date: <<DATE>> at <<TIME>> at <<LOCATION>> <<ADDRESS>>

Presenters needed! Fill out an application at <<APPLICATION>> or email questions to <<EMAIL>>.