![GeoFair crowdfunding events — Solutions for enduring communities]

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The online GeoFair will maximize the success of fundraising projects that contribute to building enduring, distinctive communities. The kind of places enlivened by creative enterprises, beneficial tourism, and residential pride. Your place.

The GeoFair will serve civic organizations, non-profits, and social enterprises — those businesses that apply commercial strategies to improve community well-being.

Any project that furthers this goal is a candidate for the GeoFair. Here are some examples:

- Historic preservation
- Agricultural & food system innovations
- Locally distinctive business development
- Nature reserves and conservation
- Architectural restoration
- Streetscape improvements
- Tourism apps

- Farm-to-Plate programs
- Oral-history projects
- Tour-guide development & training
- Local cooperatives
- Venues for regional music
- Traditional dance troupes
- Craft brew pubs / boutique wineries

The list is endless, the potential unlimited.

Such projects help enduring communities succeed by combining creative, responsible stewardship with the wisely managed tourism approach called geotourism. National Geographic defines it as "tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents."

Inspired by Rotary International's Project Fairs – regional events hosted by Rotary Districts worldwide to encourage international friendship and collaboration on local service projects – GeoFair will host online exhibitions to crowdfund projects worldwide, supported by events at home.

The Need Exists

Community organizations, non-profits and social entrepreneurs are focused on fulfilling their missions and reaching their goals. As a result, they often are so absorbed by the day-to-day requirements of serving their communities they are not able to keep up with the latest business marketing trends and developments in the online world.

An alternative to seeking grants – Traditional methods of raising funds, especially researching and writing proposals for grants, often prove to be an inefficient use of time. The race for meeting submission deadlines can result in shortchanging critical steps – then frustration increases when funders can't provide feedback on unsuccessful submissions.

Crowdfunding has emerged as a powerful fundraising tool – but success requires skill in marketing and a support base in the online world as well as at home. Inadequate preparation is the main reason approximately 60% of crowdfunding appeals fail to reach their goals.

GeoFair offers a solution that includes:

- Coaching,
- Social-proofing and feedback to gauge each project's viability, and
- Building support beyond the project's home base.

With GeoFair's program, social entrepreneurs, community organizations and non-profits can reverse the odds and succeed with fundraising – in a new and exciting crowdfunding community.

How Is GeoFair Unique?

- Event-Based Crowdfunding Focus

  By showcasing projects in a themed[1] exhibition, GeoFair will be able to harness the power of **Event-Based Marketing** to turbocharge engagement and provide a fertile field to grow communities of supporters. A **Giving Day Event** – a 24hr Crowdfunding Competition – may be held during an exhibition, when appropriate, which will further unite supporters around projects, ignite awareness and – increase donation levels. Giving Days will be used to leverage the event-based marketing and matched funding opportunities for exhibitors and sponsors.

- Grounding in a Charter

  GeoFair has adopted an internationally recognized charter to screen projects for inclusion: a project must fall within the scope of the **Geotourism Charter[2]** put forth by National Geographic's Center for Sustainable Destinations. The Geotourism Charter embraces an holistic approach to developing sustainable and resilient local communities. Charter principles leverage tourism for maximum benefit to the community while minimizing negative impacts.

- Worldwide Community

  From the onset, through its connection to Rotary International and other strategic alliances, GeoFair's reach extends internationally – exponentially expanding the potential support base for each project.

- Virtual Town

The GeoFair community on the internet will reflect—in its look, feel and content—the fabric of a real community including: a Town Square that convenes events, celebrations and discussions; a Main Street with signature project storefronts; and neighborhoods reflecting a diverse range of projects.

Requirements

Social entrepreneurs, non-profits, and community organizations will be welcomed into GeoFair's program.

Projects must enhance a community's unique geographical character and sense of place. GeoFair welcomes projects that:

- Exhibit a holistic perspective on the environmental, cultural, economic, human, historic, and scenic assets of the community;
- Encourage residents and visitors alike to become involved;
- Stress and promote what is authentic and unique to a community thereby assisting in building a sense of place and pride among its residents and an enjoyable experience for visitors;
- Incubate social enterprises[3] that emphasize a holistic approach of blending environmental, economic and social factors to solve problems and create opportunities for employment;

Our goal is help strengthen the qualities of enduring communities - communities that are:

- *Sustainable and resilient*
- *Distinctive and creative*
- *Economically vibrant*
- *Great places to live, work, play and visit*

The GeoFair is an exciting new way to improve our quality of life—today and tomorrow.

Join us!

[1]*Adapting a technique used by major publications, GeoFair's Event based Crowdfunding Editorial Calendar, listing the re-occurring theme (such as "Arts & Traditions" or "Geotourism") of each exhibition, will promote engagement among supporters, while building excitement and anticipation for exhibitions of particular interest.*

Additionally, it will provide exhibitors and sponsors the ability to plan ahead for the exhibition in which they might be featured. Note: While each exhibition will showcase projects related to the current theme, other projects fitting GeoFair's criteria will also most certainly be welcomed.

[2]*Geotourism is defined as tourism that sustains or enhances the geographical character of a place — its environment, culture, aesthetics, heritage, and the well-being of its residents. For a more detailed description of the Geotourism Charter go to the National Geographic, Center for Sustainable Destinations and search for "About Geotourism" or visit* www.geotourism.org

[3] *Social Enterprise (def) - A social enterprise that applies commercial strategies to maximize improvements in human and environmental well-being, rather than maximizing profits for external shareholders.*