

# GETTING TO HIVE

## A CROWDFUNDING ROADMAP

### CONGRATULATIONS!

You've been accepted to Hive! Now what?

We have gathered some tips and tricks from members of the Hive network who have successfully raised their program fee, hotel stay and even travel expenses using crowdfunding!

We've interviewed a handful of Hive alumni for their best guidance, tips and practices to help you through your journey to Hive.

### START HERE!



### STEP 1 • CHOOSE YOUR PLATFORM



OR



## STEP 2 • TELL YOUR STORY

### + LOOK INWARD TO SHARE OUTWARD.

Ask yourself these questions: What drove me to apply to Hive? Why will this experience be important to me? What is the change I want to see in the world and how am I dedicated to seeing that to fruition? How will Hive help me make this happen?

### + SHARE KEY LIFE MOMENTS.

Think about an inflection point or an experience that makes you who you are and share it!

### + MAKE YOUR STORY THEIR STORY.

Attending Hive to catalyze personal and professional growth is less about you than it is about the people you are driven to serve during your lifetime. Bring their story into your story. Who are you here to help and empower?

### + BE AUTHENTIC.

Crafting an authentic and genuine appeal to communicate your goals is the first step in crowdfunding.

## STEP 3 • SHARE HIVE'S STORY

You know what Hive is, but your potential backers may not know what the program is all about! Here are a few bullet points to help you promote your fundraiser, that can help you communicate the unique experience of the Hive Global Leaders Program. Feel free to copy and paste to your campaign page:

*+ Hive is a global network of purpose-driven leaders, technologists, change makers CEOs (and even astronauts and Olympic medalists!) who are all working to create a better world.*

*+ Hive's mission is to establish the world's most impactful community of leaders. Members of our network hail from 50+ countries and are world-class entrepreneurs, creators, technologists, innovators, community builders, and influencers.*

*+ Hive's curriculum has been influenced by the Harvard Business School MBA program, the Singularity University Executive Program, the Stanford d.school, the Harvard Graduate Student Leadership Institute, Ashoka, The Art of Living, Landmark Curriculum for Living, and the work of Google[x] innovator Tom Chi.*

*+ Hive will break your rhythm, ignite your passion, and accelerate your growth.*

*+ At its upcoming Global Leaders Programs, Hive is bringing together some of the world's leading purpose-driven entrepreneurs and innovators for a unique three-day immersive leadership program.*





## **STEP 4 • RALLY YOUR COMMUNITY**

### **Build an inner circle.**

Reach out to your network to find people who will become your support team during this process. Find people you trust to review your campaign and who can celebrate your victories and be your cheerleaders.

### **Hustle Online!**

Use social media to get the word out about your campaign. Direct people to your site by sharing your story on Facebook and Twitter.

### **Hustle Offline!**

Talk to people about your upcoming plans, your dreams, and your goals for attending Hive. Chances are if you're excited about attending Hive, people around you will be too.

### **Champion Your Cause.**

Encourage others to share your fundraising link, and educate people about what you're doing. Write letters, take the time to follow up with the neighbor down the street. There are dozens of opportunities every day to advocate for your campaign.

### **Remember The Personal Touch.**

Don't forget to graciously thank your donors and keep them updated on your progress along the way. You'll be glad you did!

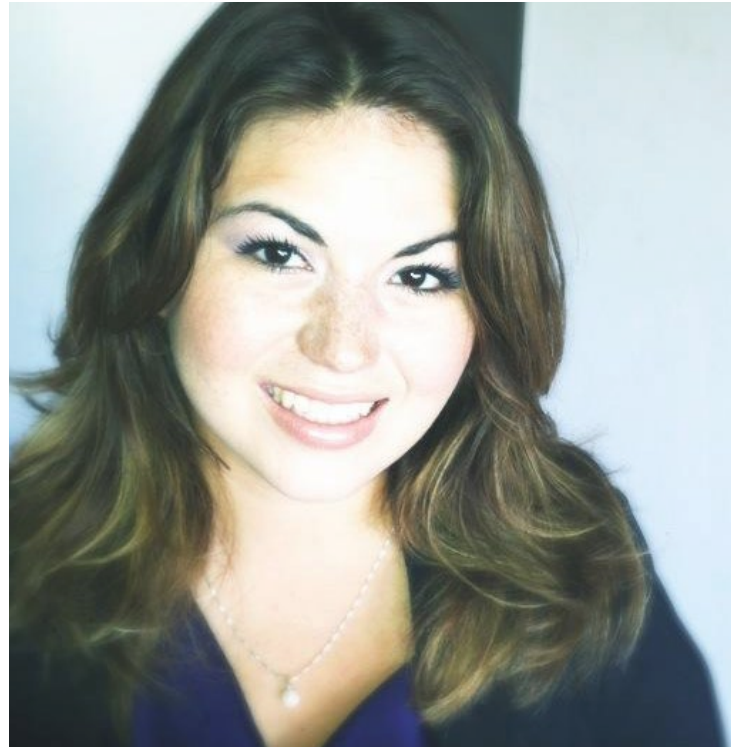


**STEP 5 • LEARN FROM HIVERS WHO HAVE DONE IT!**

“Launching my campaign was one of the most rewarding things I have ever done. At first I was nervous, even a bit scared, but it wasn’t because of the amount I needed to fundraise. It was because I knew by launching my campaign I would be admitting to the world that I needed their support to achieve my dreams. To my amazement within four days of launching I raised over 100% of my goal!”

— **EDDA MARGESON**

**[VIEW EDDA’S CAMPAIGN PAGE](#)**



“For me, the process of crowdfunding for Hive was just as important as attending. I raised \$1,700 in 8 hours and ended the campaign shortly after. The value of the campaign far exceeded my fundraising goal; it was proof that having the trust and backing of a community enabled me to go further than I could on my own.”

— **OLIVIA WONG**

**[VIEW OLIVIA’S CAMPAIGN PAGE](#)**



## STEP 6 • OTHER TIPS AND TRICKS

### ANCHOR YOUR VIEWER VISUALLY

Videos and compelling photos can help amplify your campaign.

### YOUR STRONGEST COLLABORATORS TEND TO BE YOUR STRONGEST SUPPORTERS

As much as financial contributions are valued, collaborators offering advice, advocacy, and other forms of support as just as important.

### KEEP YOUR EYE ON THE GOAL

Why is attending Hive important to you? Write the answer down and post it somewhere you'll see it everyday. This will be your motivation for the duration of the campaign. Excitement is infectious!

### THE JOURNEY IS THE REWARD!

Enjoy all the revelations, conversations, inner and outer connections that will take place along your journey to Hive.

**YOU WERE SELECTED AS ONE OF THOUSANDS OF APPLICANTS BECAUSE WE BELIEVE IN YOU AND BECAUSE YOU EXEMPLIFY WHAT IT MEANS TO BE A HIVER — BOLD, AMBITIOUS, ENTERPRISING AND CONFIDENT. YOU GOT THIS!**