



Want to Change the World?

Microfinance is a great place to start!



Microfinance is the supply of loans, savings, and other basic financial services to the poor.

Providing access to such services enables the poor to build assets and is a powerful means of poverty reduction

With nearly one billion people still lacking access to basic financial services, microfinance helps to fill a crucial void

Table of Contents

| | |
|--|----|
| What we do | |
| What is Kiva. | 3 |
| How It Works | |
| Campus Kiva | 5 |
| Goals and Mission | |
| How to Start a Chapter. | 6 |
| Where to Begin | |
| Setting Up a Club | |
| Working with the Administration | |
| Working with the Community | |
| Organizing Your Chapter. | 10 |
| Making Loans | |
| Meetings | |
| Engaging the Campus Community | |
| Raising Loans. | 13 |
| How to Raise the Loans: Tips and Ideas | |
| Examples of Success | |
| Davidson College | |
| Point Loma Nazarene University | |
| But I Want to Do More! | 18 |
| Ideas for Further Reading | |
| Partnerships and Opportunities for Further Involvement | |

Kiva: What's That?

Kiva is the world's first person-to-person micro-lending website that empowers individuals to lend directly to entrepreneurs in the developing world. Our mission is to "connect people from all parts of the world, for the sake of alleviating poverty."

What Others Are Saying:

... "The only nonprofit that matters"—*Fortune*

... "When small loans make a big difference"—*Forbes*

... "How \$25 can change a woman's life"—*Glamour*

... "Revolutionizing how donors and lenders in the US are connecting with small entrepreneurs in developing countries"—*BBC*

... "Kiva humanizes micro-lending to third-world entrepreneurs"—*CNET*

... "Microcredit movement tackling poverty one tiny loan at a time"
—*San Francisco Chronicle*

... "Tiny business loans pay big emotional return"—*Hartford Courant*

... "KIVA has re-invented lending in the 21st century"—*Today Show*

... "Be a global financier...on a shoestring"—*CNN Money*

... "A new way to do well by doing good"—*Wall Street Journal*

How Does Kiva Work?

Choose an Entrepreneur, Lend, Get Repaid ... it's that simple!

The diagram below shows how money gets from YOU to a developing-world ENTREPRENEUR, and back.

- 1) Lenders like you browse profiles of entrepreneurs in need, and choose someone to lend to. When they lend, using PayPal or their credit cards, Kiva collects the funds and then passes them along to one of our microfinance partners worldwide. Every dollar lent goes to the entrepreneur; Kiva's costs are covered separately, mainly by donations.
- 2) Kiva's microfinance partners distribute the loan funds to the selected entrepreneur. Often, our partners also provide training and other assistance to maximize the entrepreneur's chances of success.
- 3) Over time, the entrepreneur repays their loan. Updates about the entrepreneur are posted on Kiva and emailed to lenders who wish to receive them.
- 4) When lenders get their money back*, they can re-lend to someone else in need, donate their funds to Kiva (to cover operational expenses), or withdraw their funds.



*Note: There is a small risk of default

Start Kiva on your Campus

1) Start a Campus Lending Team

- Go to the Kiva website and start a Lending Team (Community tab) for your university - this will be your chapter's online Kiva hub

2) Get Attention: Generate interest in KIVA!

- Check out the selection of sample Campus Kiva flyers, posters, ads etc. that you can adapt for your chapter
- Write an ad describing the organization and send it out in a university-sponsored mass email. Do so for several weeks.
- Post flyers on message boards. Hand them out in the cafeteria. Leave a stack at the bookstore. Slip them under doors in dorms. Put them in social places: coffee shops, lounges, etc.
- Make announcements in Economics, Political Science, Development, Finance, Business and other classes. Introduce yourself to the professor beforehand and inquire if you can make a two-minute announcement at the beginning of his/her class.

3) Meet with your group of fellow KIVA-supporters: Decide what kind of presence you'd like to be on campus.

- Develop a philosophy that captures who you are, what you are trying to achieve, and how you plan on approaching it.
- Define yourself: do you want to focus on one industry in microfinance? Or specialize in one region of the world? Are you more interested in fundraising or creating awareness?
- Create a strategy to fulfill that mission. Outline your goals for the coming semester and school-year.

4) Allocate roles and responsibilities

- Consult members about what kind of role they would like to play. Give them jobs according to their interests.
- Posts could include: Publicity, Development/Membership, Event Management, Treasurer, Academic Chair, Faculty Liaison, etc.

5) Craft a business plan

- Layout in print the details of your club: mission statement, short-term and long-term goals, means of securing funds, management structure.
- Have other title-holding members agree to these terms.
- Use this as a foundation while setting up the organization and as you ask for assistance from university offices and faculty members. Essentially, it's your resume.

6) Gather the raw materials: money and support

- Depending on your business plan, you may need funds to cover publicity materials etc.
- Approach your Student Activities Commission, which oversees all student organizations and settle a permanent meeting place on campus. Ask them about funding; many schools will offer small amounts of money to start campus organizations.
- Other options to raise funds: membership fees, donations, fundraisers.

7) Make friends with professors and get faculty support for your club

- Talk to professors in the political science or economics departments. See if anyone is interested in serving as an adviser to the club.
- Faculty advisers offer connections to other members of the faculty and outside resources.
- They can provide guidance with event planning, help in introducing microfinance courses to the curriculum, and are resourceful for further contacts, putting you in touch with individuals in the field.

8) Think bigger: Try partnering with others

- Consider partnering with an international or national organization that is involved in micro-finance.
- See if nearby universities or colleges have micro-finance organizations. Ask them if they'd be interested in partnering for certain events.
- Talk to students in other clubs on campus, volunteering for social causes. Partner with them, even if it's just for a single event.
- Partnerships offer greater resources: more helping hands, more funds, and more attention.

9) Be tech-savvy.

- If possible, appoint one member as a web editor. Create a website: describe your club, clearly state the mission statement, list contacts, and place links to resources in international development.
- Keep the website updated: put up relevant news articles and have a calendar of upcoming events. Include other on campus events that are related, development-centered events.
- Create an online micro-finance journal: invite students to contribute academic essays. Publish them bi-yearly or quarterly. Ask faculty members for their input as well.

10) Get rolling!

- Hold your first meeting with your board members. Brainstorm.
- Generate event ideas: speaker panels, lecture series, student debates, screenings of documentaries, social events, off campus trips (if applicable)
- Attract press. Get your school paper or radio station to cover the new club on campus!

Organizing your Chapter

How will you make your loans?

There are two ways for your chapter to make loans:

1. Through Kiva's groups lending feature, individual students and professors can create their own account that will be linked to your campus' page. You will be able to see who is lending from your university and can track your campus' overall progress.
2. If you are raising loans through grants or donations, we suggest starting a non-withdrawable Kiva "Endowment" account for your chapter. This will be a long-term Kiva account that is linked to your campus' lending page, and as loans get repaid, the money will be recycled and reloaned. This is a great way to make a larger impact and to make your chapter's presence more permanent.

Meetings

While there is no set format for how your meetings should be conducted, or how often they should be, we have a few suggestions.

- Pick a day, time and place for your meetings and keep them consistent.
- Add some structure to your meetings. There are a few things you should always be sure to discuss:
 - The status of any loans already made – especially if there is one that has recently been repaid.
 - Any interesting Kiva journals.
 - Give updates on how much has been raised since your last meeting and, if your school has a Kiva endowment account, talk about where to allocate those loans.
 - Discuss future fundraising ideas and plan any upcoming activities.
 - Give updates on Lending Team membership, and discuss ideas for publicity and membership drives if needed
 - Talk about any relevant topics from the monthly Campus Kiva newsletter. Let people know the exciting things that are going on across the country!
 - If you have time, you may want to discuss any current topics relating to economic development or make use of some of our educational resources.

Engaging the Campus Community

It will be very important to get your campus community involved. Professors, your schools' administration, and even those living in the surrounding community can be incredibly helpful, so involve them as much as possible.

Some ideas to get others engaged:

- Attend events hosted by other student organizations in the development field and let them know about your club; plan an event together that ties with their cause...
- Talk to the hall director of freshmen and sophomore dorms: try getting younger students who would like to invest time throughout their college years in the organization
- Hold events on campus: host a professor or speaker and invite members of the faculty and administration to attend. Show a Kiva presentation or video.
- Instead of a fundraiser, do a loan-raiser. Invite people to come to the event and have computers available for them to go online and make a loan through your school's lending page.

Raising Loans: Tips and Ideas

Kiva loans can be as little as \$25. So, you can have a number of small initiatives that could just finance one loan and have one (or two, if you're gutsy) event each month that would have a higher yield. Alternate accordingly.

1) Speakers

Invite a speaker, as big a name as possible, and charge a small fee. Make clear that the full amount will be donated to Kiva. This is a great way to raise money for your school's Kiva Endowment

2) Competitions

Pit clubs against one another, dorms against each other (esp. freshmen) and see who can raise the most funds in a period of time. Offer a prize to the winning team.

3) Theatre

Team up with a theatrical group and put on a cultural show. Proceeds go towards Kiva.

4) Theme Nights

Travel the world each month with multicultural nights. Showcase the food, music, culture of a particular country/ region. Link up with international clubs if appropriate. Charge a fee for the food and entertainment. Put the funds raised toward a loan of that country.

5) Sports

Have a charity game. See if your college basketball, football, soccer, whatever you're-great-at-team will have a charity game for Kiva.

6) Student-Run Businesses

Consult student-run businesses for their support/involvement. For example, if you have a student-run coffee shop, ask if they'd be willing to concoct a special drink-of-the-month honoring Kiva.. Profits go towards a Kiva loan.

7) Campus Kiva Sponsored Competitions

Throughout the year, there will be plenty of opportunities for you to participate in competitions and nationwide activities such as the Gumball Challenge. We will be sure to keep you informed about any of these activities.

8) Live Without a Luxury for a Week

Encourage students to give up a luxury or vice (coffee, beer, cigarettes, magazines, music downloads etc) for a week, and put the money saved towards a loan.

9) Loose Change Collection

A little change can go a long way. Have a collection at meetings, or in a class that supports Kiva.

Success

DAVIDSON COLLEGE

By Julie Palm

The idea for a Davidson Microfinance Club began with a group of students who met in a Developmental Economics class in the spring of 2007. Their first step was to register with the school, which involved requesting a charter and writing by-laws. The three founders of the club wrote the by laws together with the help of a faculty advisor. In the coming semesters, they recruited a few more members.

Since the aim of the club was to raise awareness about Microfinance *and* actually engage in the process of giving loans through a portal like Kiva, we needed funds. The fall of 2007 and spring of 2008 were spent fundraising, which was challenging because the club was only small and our first goal at \$10,000 proved to be ambitious for a brand new club. At the end of the spring of 2008, we had come up with \$2,000 (which nevertheless goes a long way on Kiva).

Over the summer, we gratefully accepted an offer for the remaining \$8,000 from an anonymous donor who recently started a foundation. Though the club is small now, and the founders have graduated, with these funds and the logistical support of Campus Kiva, we expect it to grow dramatically in the fall. Our plan for the fall is to begin educating our peers about Microfinance and to begin the loaning process as a group for the first time.

POINT LOMA NAZARENE UNIVERSITY

By Travis Vaughn

Getting Started

At Point Loma Nazarene, we contacted several members of student congress who laid out the process for applying to become an official student club on campus. We formed a small group of interested students and contacted Rob Gailey, a faculty member that would be very supportive. We initially spent several weekly meetings brainstorming ideas, goals, and purpose for having a club.

Tips:

- Having one or two faculty members connected to the club is a critical component, not only for facilitating on campus events, but for their contacts and networking abilities outside of the university as well.
- It's very important to put ideas, goals, mission etc. down on paper.

Promoting Student Awareness and Participation

Our first club event occurred when Muhammad Yunus came to speak in San Diego. While we were only able to get two tickets to see him, we set up a live feed on campus (via internet) for the rest of the interested students. We provided food, drinks, and a time for discussion afterwards. We also had several speakers come throughout the year to present to students at the university.

Tips:

- Establishing a local network in the MF community is important.
- To really boost initial student involvement, ask teachers to offer extra credit for such events, or announce them in classes.
- Use all of your school's resources to promote events (flyers, internet announcements, Facebook groups, newspapers, class announcements etc.)

Student Involvement through Projects

The club is involved in a number of projects. This year, we will appoint one student leader to each project. They will manage the students involved and report back to the club for monthly or bi-weekly meetings.

Past Projects:

- Acquiring funds and investing them in KIVA
- Volunteering and establishing partnership w/ ACCION SD
- International opportunities night (8 speakers from various departments in the University and local organizations to spoke about internship/study opportunities related to MF)
- Various speakers coming to campus
- Monthly articles written about current trends/discussions in MF, read and discussed in a lunch group

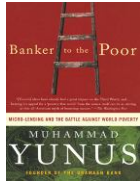
~ Acquiring Funds and Investing in KIVA

For the KIVA project, we wrote a short proposal to student directors asking for \$500 and explaining how it would be invested. The money was taken from the school's "Club Budget" with the intent that in the future it will be returned to this fund or re-issued to the MF club.

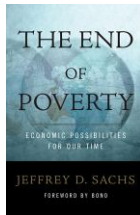
To encourage student participation we held 2 meetings in which each student was "given control" over \$25 so that they could choose where it should be invested. They were asked to share why they chose their particular organizations. The concept (and free factor) really attracted students, and they began to look at different MFIs and do some basic analysis, learning about what factors to look at when evaluating an MFI, their goals, and their clients. This fall, as the funds are returned to our club account, we will repeat the process and continue recycling the school money through various MFIs via Kiva and gaining student interest/ participation in the club as they monitor their clients they invested in.

****Examples of club constitutions and charters are available upon request***

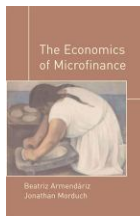
Further Reading



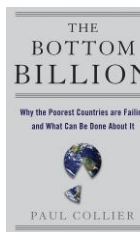
Muhammad Yunus
Banker to the Poor: Micro-Lending and the Battle Against World Poverty



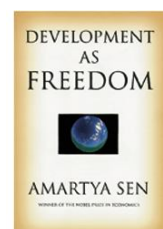
Jeffrey Sachs
The End of Poverty



Beatriz Armendariz and Jonathan Morduch
The Economics of Microfinance



Paul Collier
The Bottom Billion: Why the Poorest Countries are Failing and What Can Be Done About It



Amartya Sen
Development as Freedom

For more coverage of Kiva:

<http://www.kiva.org/about/press/>

Article on microfinance:

<http://query.nytimes.com/gst/fullpage.html?res=9D04E0DC1138F931A25757C0A9629C8B63>

Partnerships and Opportunities for Further Involvement



GUMBALL CAPITAL

Student-run Stanford group, adding some ingenuity and creativity to microfinance.

In 2007, they sponsored the Gumball Challenge, “a micro-entrepreneurship benefit competition designed to inspire entrepreneurship for social impact.” Each team receives a \$27 loan and 27 gumballs and must create as much as value as possible; profits are used to finance loans through Kiva. For more info, check out their website www.gumballcapital.org.

In the coming year, Kiva too will offer the Gumball Challenge as one of the opportunities for our chapters to raise loans. We really encourage you to participate in the challenge as it is a fun and innovative way to raise loans, so let us know if you’d like to get involved!



London-based organization that provides loans to women in Malawi, Zambia, and the Philippines. Their US branch is located in Boston and has been working to educate students about microfinance and development issues.

Collaborating with them extends beyond just raising funds for loans; they offer instruction on issues relating to poverty and about the field of development. Plus, they’re tying two worlds together via social networking technology, which lets those in the US get a glimpse of life in African villages. And finally, they have a strong foundation in the academic world, in Cambridge and in Malawi, to push research forward on microfinance. Kiva will partner with MicroLoan USA to create four Boston-area chapters at Harvard, MIT, Boston College and Tufts University.

Their education materials are well developed and can provide a richer experience for our chapters—not just in Boston, but nationwide. Let us know if you would like to see some of the things they have to offer. For more information, visit:

<http://www.microloanfoundation.org/pages/content/index.asp?PageID=189>

Oliver Wyman: a top-tier management consulting firm with offices worldwide. Kiva has formed a strategic partnership with the firm as part of Oliver Wyman's industry-leading Non-Profit Fellowship program. Oliver Wyman provides Kiva dedicated, on-going support, with Oliver Wyman consultants spending four to six months working at Kiva's San Francisco office, assisting KIVA with its business needs. Currently, they are helping with the launch of the Lending Teams feature on Kiva.org, including our very own Campus Kiva.



YOUNG PEOPLE FOR

Young People For (YP4): The Young People For fellowship is a leadership development program focusing on identifying, engaging and empowering young leaders to effect positive change on their campuses and in their communities.

The one-year fellowship equips college students with the skills and resources necessary to bring about positive change on their campuses and in their communities. Throughout the fellowship, you'll be offered financial support, technical support and media assistance while implementing a self-designed Blueprint for Social Justice project.

Campus Kiva has entered into a strategic partnership with YP4 and is encouraging students involved with Campus Kiva to apply for the fellowship. If you would like to take advantage of this opportunity, we can guide you through the application process. This is a great way to get your chapter started and to make it stronger!

For more information about the fellowship, visit: www.youngpeoplefor.org.

School Outreach: You could use some of your raised funds to purchase a Kiva gift certificate for a local school, a great way to "pay it forward". You could even see if you could go to the school and talk to the students about Kiva and microfinance – Kiva has educational materials available.

Kiva Fellows Program: offers individuals a rare opportunity to travel abroad and witness firsthand the impact and realities of microfinance, by working directly with a host microfinance institution (MFI). The Kiva Fellow is an unpaid, volunteer based position designed to increase Kiva's impact and to offer participants a unique insider experience. Past participants have found the fellowship to be a great first step in a career in microfinance or international development. For more information, visit <http://www.kiva.org/about/fellows-program>



Spring 2008 Kiva Fellow Mary Moseley with staff members of CAURIE Microfinance, a Kiva field partner in Senegal.

Kiva Translators: Kiva Field Partners upload many loan descriptions in their local language, and Kiva Translators translate these short texts into English. As Kiva continues to grow, Kiva needs an increasing number of volunteers with high-level proficiency in a foreign language and excellent writing skills in English, to carry out this vital task. See <http://www.kiva.org/about/opportunities>

For more information or additional resources, please contact Morgan Lucas: Morgan.lucas17@gmail.com