

COMMUNITY BONDS EXERCISE

With this hands-on task, we are providing you with an opportunity to take the first step in implementing your first Community Bond. The activity proposed here is not meant to provide you with all the answers or replace everything that you will still have to do to successfully launch and manage your Community Bonds. This is an exploratory exercise.

Before starting:

1. Determine who will be part of the initial organizing team.
2. Decide who you want to be involved in this exercise. You may also want to ask key people outside your organization's initial organizing team who might be interested.
3. Then prepare an information package describing the nature of the project, how it supports meeting your organization's priorities and an initial budget. Please bear in mind that the information should be shared with the members of your group prior to the meeting.

Now are you ready for this challenge? Here are the steps that you should follow and the questions that your team should be able to answer:

STEP 1

What is the project that you want to use Community Bonds for? Please describe it below.

STEP 2

How will your organization generate the revenue needed to pay back the Community Bond plus the interest due to investors and over what time period? How secure is the proposed revenue stream?

STEP 3

What is the impact that the investment will generate? Is it significant enough to create interest from potential investors? If yes, why do you think so?

STEP 4

Who are your potential investors? If you already know a group of people who are interested in the project, great! You don't need to cite their names. Please only give an idea of who they are and how you have prospected them. However, if nothing has been done yet or if the task in itself needs more effort, please identify any groups, like a small business association for example, that can serve as reference for your marketing efforts.

STEP 5

How will you market the Community Bond to potential investors and other community stakeholders? Please be as specific as possible.

STEP 6

What resources can your organization devote to the development, marketing, and management of the Community Bond?

STEP 7

Looking at your answers so far, do you think that it is time to engage with outside resources like people or other organizations to further develop the feasibility of your Community Bond project? Why or why not? If possible, please try to draft a timeline based on all the information that you already have.