

Get certified today!

**Open new funding doors
for your clients**



**Crowdfund Better®
Certified Advisor**

In 2023, small businesses raised over \$1B using crowdfunding but most business owners don't know they can

YOU are the key!

Certified Advisors will be able to:

- Speak confidently about crowdfunding access-to-capital options
- Assess which clients are a good fit for crowdfunding
- Assist clients in identifying reasonable campaign goals and timelines
- Recommend additional training to increase chances of success
- Learn how to support clients using tools already in your toolbox

For more details scan QR code or go to:

go.crowdfundbetter.com/cert



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Add crowdfunding to your advisor access-to-capital toolkit



Here's a glimpse of what's inside this first-of-its-kind program:

- Access to the Crowdfund Better® Advisor Training Portal for 1 yr
- Virtual training including live sessions, videos & PDFs
- Downloadable worksheets to use with clients
- Monthly live webinars - Q&A's and topic specific presentations
- Community networking to connect with and learn from peers
- Certificate, Digital Badge, and listing in the Crowdfund Better® Certified Advisor Directory

About Your Instructor:



Kathleen Minogue is a recognized leader in the community capital ecosystem for her pioneering work in crowdfunding education. She is the creator of The Crowdfund Better® Process, the first crowdfunding technical assistance curriculum built to increase campaign success while strengthening business fundamentals. Kathleen is delighted to bring this specialized training to her fellow advisors.

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At Crowdfund Better, we feel the best way to learn is by doing

8 Lessons & Worksheets

To certify, participants will need to view all 8 lessons in the curriculum and submit their fully completed accompanying certification task worksheets. These worksheets will ask you to put your learning into action through hands-on exercises with clients and to reflect on your experiences.



Monthly Q&As & Discussion Forum

To provide ongoing support, Crowdfund Better will host monthly Q&As via the certification training portal to address questions that arise from working with the curriculum, as well as special topic webinars to deepen your knowledge about the current crowdfunding ecosystem.

Access for 1 Year

Participants will have access to the certification training portal with all its resources for a 12-month period. Participants may certify at any time and retain access to the portal for the remaining training period.

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The Crowdfund Better® Advisor Certification Program consists of:

- 12 months of access to the Crowdfund Better® Advisor Training Portal
- 8 hours of Live Virtual Trainings
- Online Courses & Certification Tasks
- Monthly Q&A/Specialized Topic Presentation
- Complimentary access for clients to our crowdfunding basics online course

"I see crowdfunding as a critically important aspect of SBDC client advising going forward, and want to be one of the in-house experts on the topic both for my clients and for other advisors and regional partners."

~ **Neil Miller**, Senior Business Advisor
Onondaga SBDC, New York
Crowdfund Better® Certified Advisor 2024

Pricing:

\$1,250 per individual participant
or
group rate of \$1,100 per participant
(eight or more seats)

Contact us for upcoming session dates

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