

From **Friend**-raising to **Fundraising**: Leveraging Social Media to Turn Customers Into Investors



Righteous
CHEESE



Moderator: Colleen Rocha Levine, @curdwise



@CheeseSociety | #CheeseSociety13

Introduction

From Friends & Followers to Investors

What is Crowdfunding?

Crowdfunding is a new term for something that's been around for a very long time, where people (the crowd) pitch in together to fund a common interest, usually a company or project. --Wall&Main

Kickstarter: most popular platform for creative & food projects.

To date,

3,775 food projects launched,

40.83% success rate,

\$17.87m raised.



Meet The Campaigns

Caromont Farm: Vat's the Idea

Objective: Raise \$35,000 to fund a new vat
Campaign Launched: July 26, 2012

Caromont Farm makes top notch cheese, with cut-rate equipment. A new cheese vat creates new possibilities for our cheesemaking.

At Caromont Farm we're obsessed with one thing: making good cheese. Over the past five years we've made it our business to do just that.



 John Robinson 1309 friends

Website: caromontfarm.com

[See full bio](#)

Pledge \$12 or more

 20 backers

Set of 4 "Molly" Cards - North Garden artist Nancy Bass was commissioned by Piedmont Environmental Council in 2011 to do a series of "Living Local" paintings. Caromont Farm was asked to participate. The paintings were then auctioned off for charity at a PEC fundraiser. Nancy came out to the farm and chose Molly as her caprine subject. Molly is one of our older Caromont gals, and a beloved member of our herd. We loved this image so much that we had cards made of this beautiful painting. Thanks to Nancy Bass for allowing us to use her image.

Estimated delivery: Oct 2012

You selected

Pledge \$25 or more

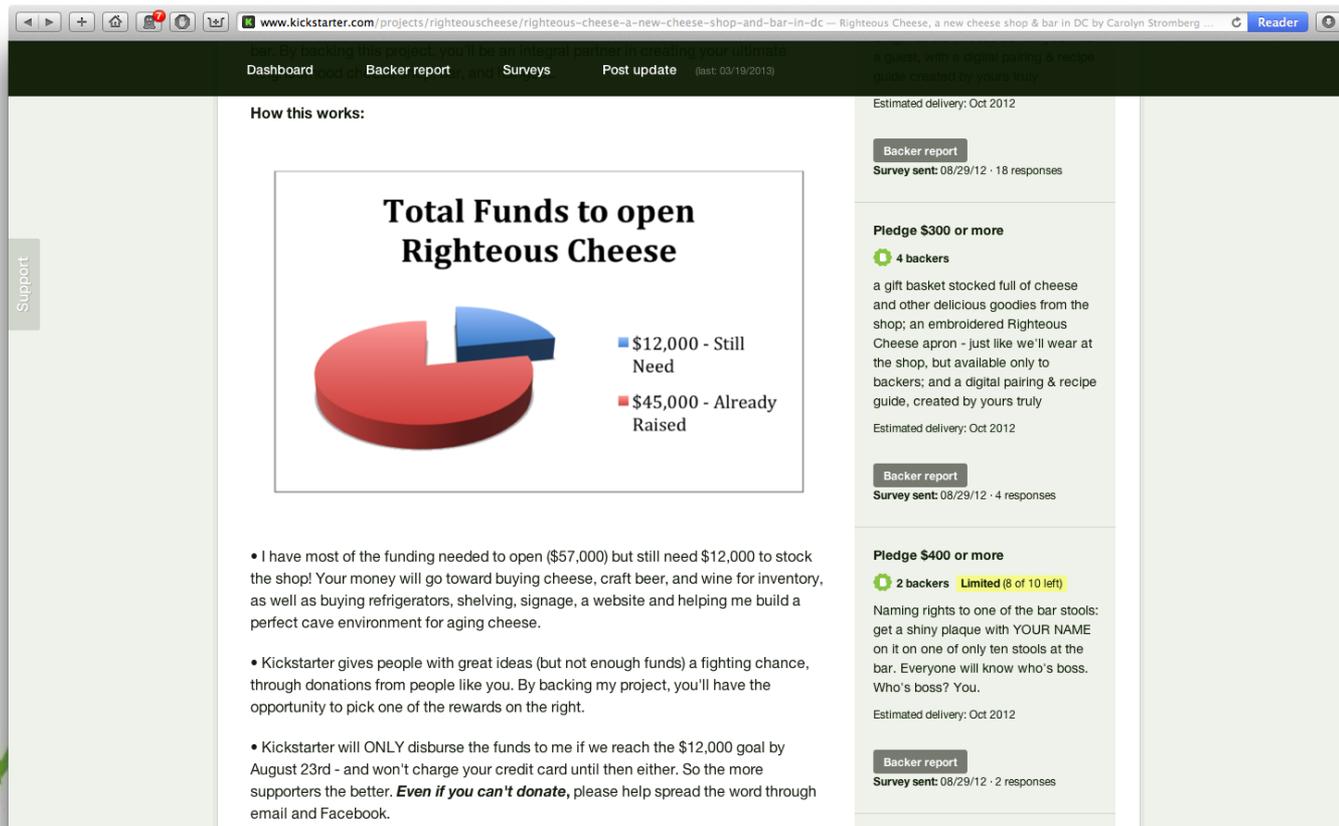


Meet The Campaigns

Righteous Cheese: a new cheese shop & bar in DC

Objective: Raise \$12,000 to stock the shop for opening

Campaign Launched: July 23, 2012



The screenshot shows a Kickstarter campaign page for 'Righteous Cheese'. The browser address bar shows the URL: www.kickstarter.com/projects/righteouscheese/righteous-cheese-a-new-cheese-shop-and-bar-in-dc. The page title is 'Righteous Cheese, a new cheese shop & bar in DC by Carolyn Stromberg'. The navigation bar includes 'Dashboard', 'Backer report', 'Surveys', and 'Post update (last: 03/19/2013)'. The main content area is titled 'How this works:' and features a 3D pie chart titled 'Total Funds to open Righteous Cheese'. The chart shows a red slice representing '\$45,000 - Already Raised' and a blue slice representing '\$12,000 - Still Need'. Below the chart, there are three bullet points explaining the funding goal and the rewards. The right sidebar contains three pledge tiers: 'Pledge \$300 or more' (4 backers), 'Pledge \$400 or more' (2 backers, limited to 8 of 10 left), and 'Pledge \$500 or more' (2 backers). Each tier includes a 'Backer report' button and a 'Survey sent' status.

Estimated delivery: Oct 2012

Backer report
Survey sent: 08/29/12 · 18 responses

Pledge \$300 or more
4 backers
a gift basket stocked full of cheese and other delicious goodies from the shop; an embroidered Righteous Cheese apron - just like we'll wear at the shop, but available only to backers; and a digital pairing & recipe guide, created by yours truly
Estimated delivery: Oct 2012

Backer report
Survey sent: 08/29/12 · 4 responses

Pledge \$400 or more
2 backers **Limited (8 of 10 left)**
Naming rights to one of the bar stools: get a shiny plaque with YOUR NAME on it on one of only ten stools at the bar. Everyone will know who's boss. Who's boss? You.
Estimated delivery: Oct 2012

Backer report
Survey sent: 08/29/12 · 2 responses



Decision Process

- Financial Need
 - Demand for cheese is high; availability of credit is not.
- Is crowdfunding appropriate for your business?
 - Unconventional, might be fun, but do the rewards outweigh the potential risks?
 - Will an unsuccessful campaign tarnish reputation?
 - What is your back-up plan?
 - Do you have a supportive community to reach out to?



Designing the Campaign

- Set a realistic goal.
- Define scope of project, and make sure you can describe it concisely.
- Determine rewards:
 - Create a range of options;
 - Consider what might appeal to backers;
 - Ensure rewards are feasible for you to deliver.



Rewards: Caromont Farm

Pledge \$12 or more -20 backers :: Set of 4 “Molly” cards.

Pledge \$25 or more - 68 backers :: Caromont Farm T-Shirt.

Pledge \$50 or more - 77 backers :: One Caromont Farm Cheese (Cheesemaker’s Choice) and a Locally Crafted Cheese Board

Pledge \$100 or more - 30 backers :: Thermal Caromont Cheese Tote, Two Caromont Farm Cheeses and a Locally Crafted Cheese Board

Pledge \$300 or more - 15 backers (Limited to 20) :: Whey-fed Pork Slaughter

Pledge \$400 or more - 0 backers :: A Personal Farm Tour for You and Your Friends

Pledge \$500 or more - 12 backers (Limited to 20) :: Cheesemaker for a Day

Pledge \$1,000 or more - 11 backers :: Caromont Farm Harvest Dinner



Rewards: Righteous Cheese

- Pledge \$1 or more - 5 backers ::** a great big THANK YOU on the Facebook page
- Pledge \$10 or more -21 backers ::** a Righteous Cheese righteous magnet
- Pledge \$25 or more - 26 backers ::** a totally righteous digital pairing & recipe guide, created by yours truly
- Pledge \$50 or more - 42 backers ::** a flight at the cheese bar and a digital pairing & recipe guide, created by yours truly
- Pledge \$75 or more - 24 backers ::** an embroidered Righteous Cheese apron - just like we'll wear at the shop, but available only to backers; with a digital pairing & recipe guide created by yours truly
- Pledge \$150 or more -18 backers ::** a flight at the cheese bar for you AND a guest, with a digital pairing & recipe guide created by yours truly
- Pledge \$300 or more - 4 backers ::** a gift basket stocked full of cheese and other delicious goodies from the shop; an embroidered Righteous Cheese apron, just like we'll wear at the shop but available only to backers; and a digital pairing & recipe guide, created by yours truly
- Pledge \$400 or more - 3 backers Limited (7 of 10 left) ::** Naming rights to one of the bar stools: get a shiny plaque with YOUR NAME on it on one of only ten stools at the bar. Everyone will know who's boss. Who's boss? You.
- Pledge \$600 or more - 4 backers ::** A flight at the bar named after YOU, with a flight at the cheese bar for you and a guest; an embroidered Righteous Cheese apron - just like we'll wear at the shop, but available only to backers; and a digital pairing & recipe guide created by yours truly
- Pledge \$1,000 or more -1 backers ::** A private class for you and a guest, during which we'll create a flight for the bar named after YOU; a flight at the



Launching The Campaign

- Set the launch date and duration.
 - Can be up to 60 days; 30 days is generally best.
 - Launch on a weekday when people will be online.
- Ask friends and associates to donate early.
 - People are more likely to back a project when they see it is off to a strong start.
- Determine which social networks to focus on.



- Communicate.
 - With backers, with prospective backers, and with allied businesses who can amplify your reach.



Launching The Campaign

facebook Search for people, places and things Cheese and Champagne Home

Caromont Farm Timeline Now Liked Create Page

Caromont Farm July 28, 2012

Gail Hobbs-Page
Very exciting news for our Kickstarter fund-raising project.. our Caromont Farm Vat's the Idea project just got pushed among the "most popular" status in the food category... That's NATIONWIDE folks!!!! 28 days and counting...keep passing it along, and EAT MORE CHEESE
Like · 2 seconds ago ·

Like · Comment · Share 18 3 1

Caromont Farm July 26, 2012 via mobile

New labels have arrived!!!

Like · Comment · Share 8 2

Caromont Farm July 25, 2012 via mobile

Good week for the Esmontonian... In the big apple , hot l'atlanta and music city... So proud of our little village.

Like · Comment · Share 6 3

Caromont Farm July 27, 2012

Day two of our [Kickstarter](#) fundraising venture. We achieved our daily goal -- and our on track to be funded. We ask that you keep on sending out this link to anyone who may want to be a part of our venture. There are great incentives, and we wanna keep making the best cheese that we can. Thanks to everyone! We are feeling the love.

Like · Comment · Share 6 1

Caromont Farm shared a link. July 26, 2012

Caromont Farm invites everyone to take a look at this. Our KICKSTARTER project is now live...we've got 29 days to achieve our goal of 35,000 dollars to buy a new vat. Virginia is not only for lovers, it's for cheesemakers. Pass it on to anyone and everyone who may want to be a part of this.

 **Vat's the Ideal**
www.kickstarter.com

Caromont Farm makes top notch cheese, with cut-rate equipment. A new cheese vat creates new possibilities for our cheesemaking.

Like · Comment · Share 9 1 3



Launching The Campaign

The screenshot shows the Facebook interface for the page 'Righteous Cheese'. The browser address bar displays 'https://www.facebook.com/RighteousCheese?ref=hl'. The page header includes the Facebook logo, a search bar, and navigation links for 'Righteous Cheese', 'Home', and 'Ads Manager'. The main content area is a timeline of posts:

- Post 1 (July 25, 2012):** A text post from 'Righteous Cheese' stating 'jealous of whoever gets this gig...' and 'looking for a job? I'm looking for a cook please email me at dan@seasonalpantry.com.' It has 'Like - Comment - Share' buttons and a 'Boost Post' dropdown.
- Post 2 (July 24, 2012):** A text post from 'Righteous Cheese' saying 'follow all the shop progress on that twitter thing: https://twitter.com/righteouscheese'. Below the text is a link preview for 'Righteous Cheese (RighteousCheese) on Twitter' with a photo of cheese wheels and the text 'Instantly connect to what's most important to you. Follow your friends, experts, favorite celebrities, and breaking news.' It has 'Like - Comment - Share' buttons, a '2' like count, and a 'Boost Post' dropdown.
- Post 3 (July 30, 2012):** A link post from 'Righteous Cheese' with the text 'One week in, and the Kickstarter campaign has 54 backers, 25% of funding raised and 23 days to go. Thanks to all who have contributed! Check out the link for more info, and pass it on...'. The link preview is for 'Righteous Cheese, a new cheese shop & bar in DC' with the URL 'www.kickstarter.com' and a description: 'Uncommon & absolutely delicious cheeses, plus a tiny bar with cheese & wine/beer pairings - located in'. It has 'Like - Comment - Share' buttons, a '1' comment count, and a 'Boost Post' dropdown.
- Post 4 (July 23, 2012):** A link post from 'Righteous Cheese' with the text 'Kickstarter campaign has launched! We have 30 days to get this done. Who's with me?'. The link preview is identical to the previous one. It has 'Like - Comment - Share' buttons, a '3' like count, a '1' comment count, and a 'Boost Post' dropdown.

On the right side, there is a 'Now' section and a '2013' section with a sub-section 'Opened' containing a list of months: December, November, October, September, August, July, June, May, April, March, February, and January.

At the bottom of the page, there are links for 'About', 'Create Ad', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', and 'Help'.



Building Momentum

 **Righteous Cheese** @RighteousCheese 17 Aug
Caromont Farm is kickstartering too. Help support a local farm so we can eat their delicious cheeses at Righteous...
fb.me/18WQDW7x4
[View media](#)

 **Michelle Austin** @grbox21 16 Aug
pledge \$1000 get a private dinner for ten on Caromont Farm, via Kickstarter. Who's in? pinterest.com/pin/2588163098...
Expand

 **Cheese and Champagne** @curdwise 31 Jul
I just backed @CaromontFarm Vat's the Idea! on @Kickstarter
kck.st/P3cu0x #vacheese #cheesesolidarity
[View media](#)

 **La Fromagerie** @lafromagerieVA 31 Jul
Please help our friends at Caromont Farm with the purchase of a new vat. Caromont is rapidly becoming a major...
fb.me/2aHuN2gdU
[View media](#)

 **Murray's Cheese** @MurraysCheese 15 Aug
Pitch in for a new vat, get cheese! Pretty cool.
#NationalGoatCheeseMonth cc @CaromontFarm ow.ly/cZzXL
[View media](#)

 **pasadena food swap** @pasfoodswap 15 Aug
if you love kickstarter...you will love this project-Vat's the Idea! by Caromont Farm kck.st/P3cu0x via @kickstarter
[View media](#)

 **Rebecca's Natural Food** @RebNatFood 15 Aug
Pics from #ediblefoodfest @caromontfarm @pantheonpops
@edibleblueridge @JoelSalatin
facebook.com/media/set/?set...
Expand

 **haute pasture** @hautepasture 14 Aug
Just contributed! MT @marketcentral: Home-stretch for @caromontfarm's kickstarter campaign: Vat's the Idea!
ow.ly/cYvw7 @zuzugoat
[View media](#)

 **Market Central** @marketcentral 14 Aug
It's home-stretch time for @caromontfarm's kickstarter campaign: Vat's the Idea! Have you kicked in? ow.ly/cYvw7 @zuzugoat
[View media](#)

 **Murray's Cheese** @MurraysCheese 7 Aug
Spread the love, they'll spread their cheese! @caromontfarm needs help to reach their goal on @kickstarter. Pitch in!
kickstarter.com/projects/11836...
[View media](#)

 **Sticks Preston** @SticksPreston 4 Aug
Check out this local Kickstarter campaign for our friends at Caromont Farm! fb.me/1oGBVYjMJ
[View media](#)

 **Nicole Lang** @NicoleLang 4 Aug
Caromont Farm needs to update their equipment so they can keep making fab cheese in Southern Albemarle County!!!
kickstarter.com/projects/11836...
[View media](#)

 **DrHosHumblePie** 12 Aug
Caromont Farm — Kickstarter kck.st/P3cu0x via



Communication During Campaign

www.kickstarter.com/projects/righteouscheese/righteous-cheese-a-new-cheese-shop-and-bar-in-dc/posts?page=2 — Righteous Cheese, a new cheese shop & bar in DC by Car... Reader

Halfway to August 23rd

Update #4 · Aug 8, 2012 · comment Like 8

Hi all backers and backerettes,

Thanks to your efforts, we only have \$3500 to go. You are an amazing group of people! It is because of you that we have come so far in such a short time.

We still have 15 days to raise the necessary funds. If you continue to post links to our page on all of your social media outlets, we can achieve our goal. If we happen to go over - then that just means more and better cheeses at the shop!

Kickstarter link: <http://www.kickstarter.com/projects/righteouscheese/righteous-cheese-a-new-cheese-shop-and-bar-in-dc>

Twitter: www.twitter.com/RighteousCheese

Facebook: www.facebook.com/RighteousCheese

In the meantime, I leave you with this recent cartoon from the New Yorker. I hope it brings you a smile, as you do for me:



"Thanks to Kickstarter, we're building a tunnel."

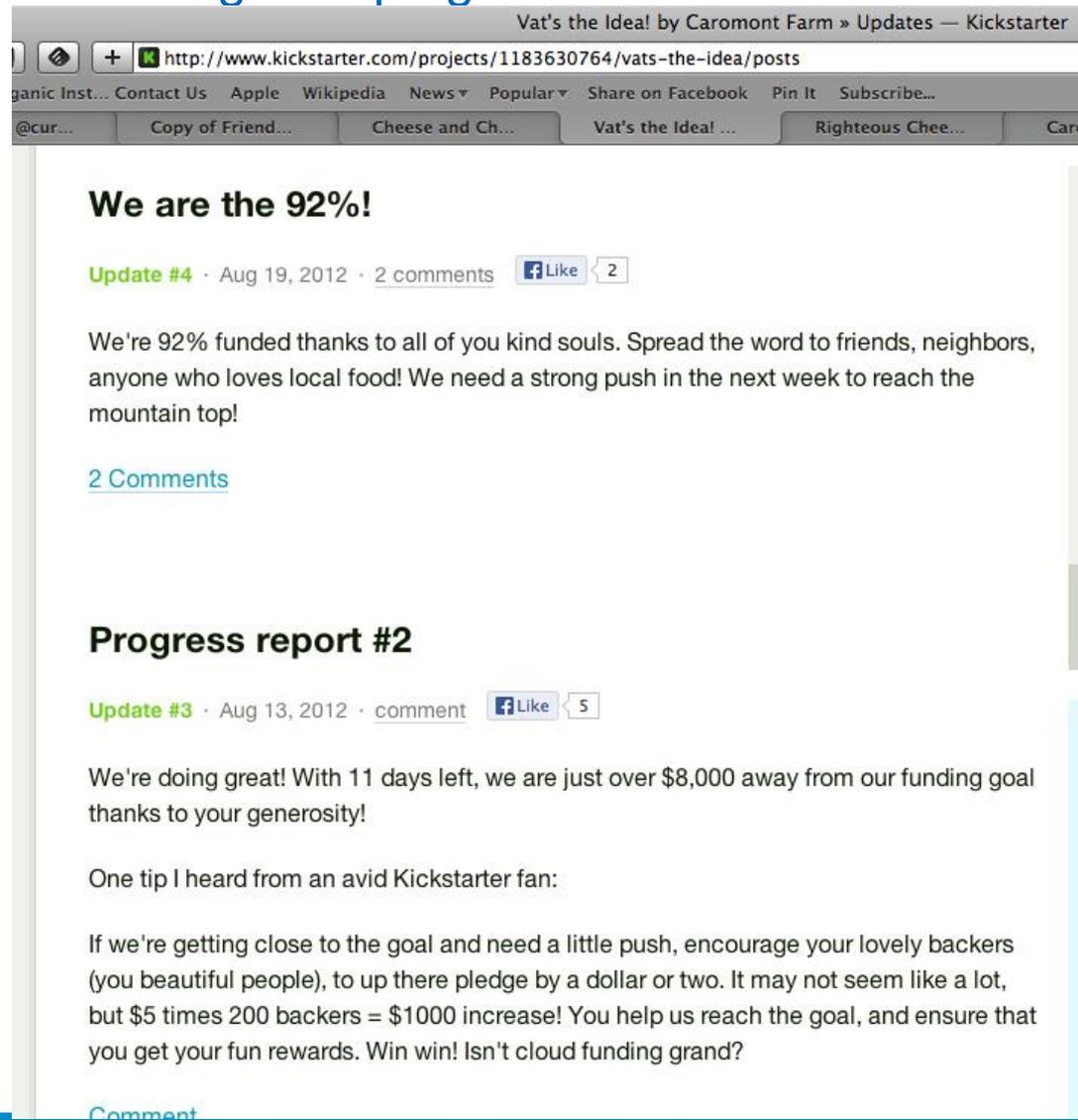
apron - just like we'll wear at the shop, but available only to backers; and a deluxe gift basket stocked with goodies from the shop with a digital pairing & recipe guide created by yours truly

Estimated delivery: Oct 2012

- ChartBeat
- Facebook Connect
- Google Analytics
- New Relic
- Quantcast
- Twitter Badge
- Twitter Button



Communication During Campaign



Vat's the Idea! by Caromont Farm » Updates — Kickstarter

http://www.kickstarter.com/projects/1183630764/vats-the-idea/posts

ganic Inst... Contact Us Apple Wikipedia News Popular Share on Facebook Pin It Subscribe...

@cur... Copy of Friend... Cheese and Ch... Vat's the Idea! ... Righteous Chee... Caro

We are the 92%! Update #4

Aug 19, 2012 · 2 comments [Like](#) 2

We're 92% funded thanks to all of you kind souls. Spread the word to friends, neighbors, anyone who loves local food! We need a strong push in the next week to reach the mountain top!

[2 Comments](#)

Progress report #2 Update #3

Aug 13, 2012 · comment [Like](#) 5

We're doing great! With 11 days left, we are just over \$8,000 away from our funding goal thanks to your generosity!

One tip I heard from an avid Kickstarter fan:

If we're getting close to the goal and need a little push, encourage your lovely backers (you beautiful people), to up there pledge by a dollar or two. It may not seem like a lot, but \$5 times 200 backers = \$1000 increase! You help us reach the goal, and ensure that you get your fun rewards. Win win! Isn't cloud funding grand?

[Comment](#)



Project Updates

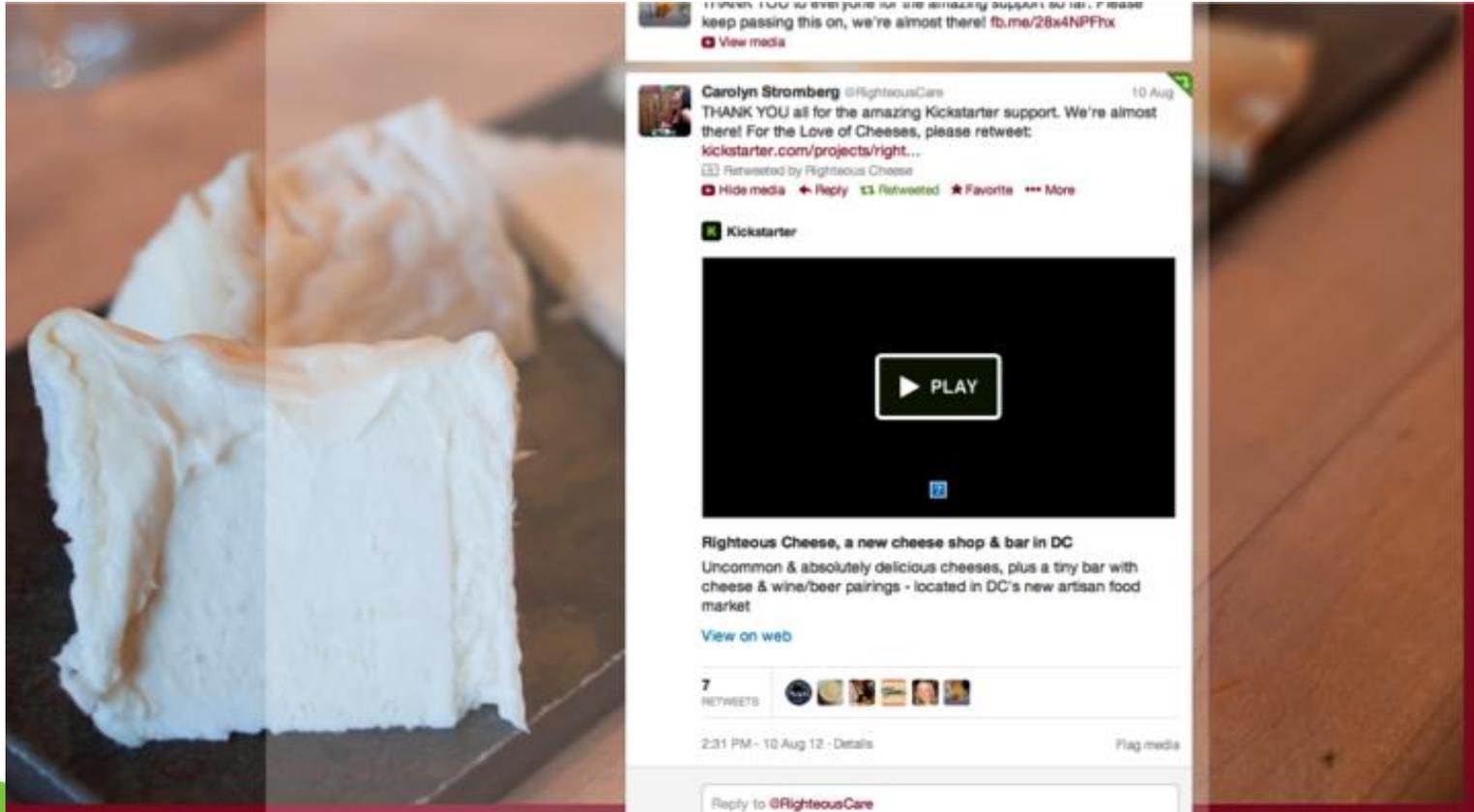
The screenshot shows the Facebook profile page for 'Righteous Cheese'. The page header includes the Facebook logo, a search bar, and navigation links for 'Home' and 'Righteous Cheese'. The main content area displays a timeline of posts:

- Post 1 (August 14, 2012):** A text post stating "This bar is starting to look like a bar" accompanied by a photograph of a modern, industrial-style interior space with exposed pipes and wooden accents.
- Post 2 (August 11, 2012):** A text post: "2 last minute seats? someone is gonna get lucky tonight...". It features a link to the "Seasonal Pantry, Inc. | Supper Club Menu" with the website www.seasonalpantry.com. The link preview includes the text: "If you'd like to make Supper Club reservations, please note that seats become available no more than two".
- Post 3 (August 10, 2012):** A text post: "THANK YOU to everyone for the amazing support so far. Please keep passing this on, we're almost there!". It includes a link to a Kickstarter campaign for "Righteous Cheese, a new cheese shop & bar in DC" with the website www.kickstarter.com. The link preview states: "Uncommon & absolutely delicious cheeses, plus a tiny bar with cheese & wine/beer pairings - located in".
- Post 4 (August 8, 2012):** A text post: "bingo". It includes a link to a Pinterest page: <http://pinterest.com/pactapparel/>. The text says: "Those numbers on a produce sticker will tell you something if you know how to listen. Crack the code."

The right sidebar shows a calendar view with months from January to Now, and an "Ads Manager" button.



Project Updates



Final Push

facebook [Search for people, places and things](#) Righteous Cheese Home

Righteous Cheese Timeline **Opened** Status Photo / Video Event, Milestone + **Ads Manager**

197 people saw this post **Boost Post**

Righteous Cheese shared a link. August 23, 2012

Only 6 more hours! Kickstarter campaign ends today and we just need a bit more help. Pass it on!

Righteous Cheese on Kickstarter - ENDS TODAY!
www.kickstarter.com

Uncommon & unique cheese shop & bar, in DC's new Union Market

Like · Comment · Share **2** **1**

185 people saw this post **Boost Post**

Righteous Cheese shared a link. August 22, 2012

getting so close to the end - 27 hours left! Please consider backing this project and/or passing the link along. Thank you so much!!

Kickstarter Campaign for Righteous Cheese - Ends Thursday at 4pm!
www.kickstarter.com

a new cheese shop & bar, featuring uncommon and unique cheese, at

Like · Comment · Share **1** **1**

152 people saw this post **Boost Post**

Righteous Cheese August 21, 2012

Aug 21, 2012 10:59am
2 days left on kickstarter! Check out this 1.5 min video to see what happens these final few hours...

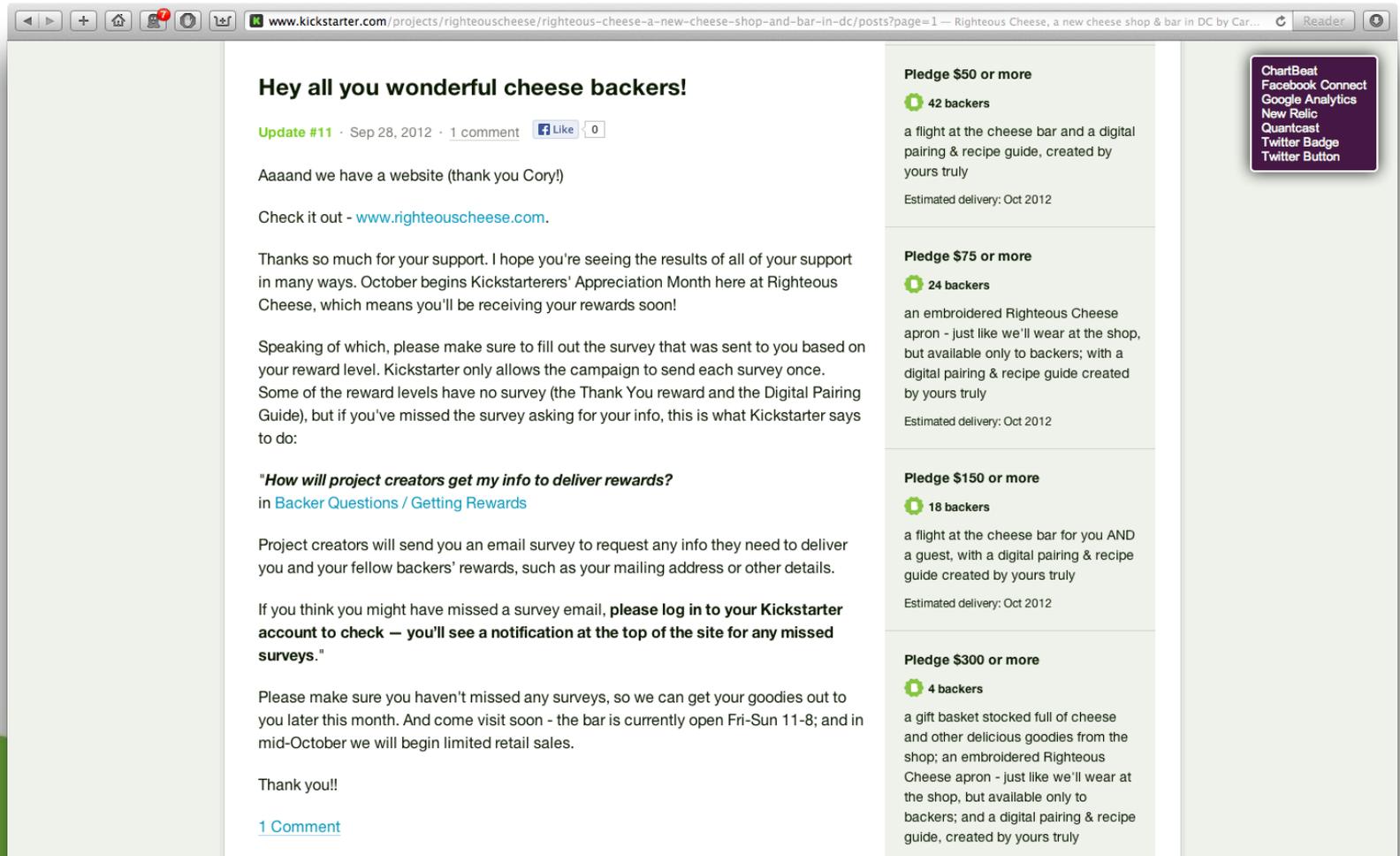
Like · Comment · Share **8** **1**

259 people saw this post **Boost Post**

Now
2013
Opened
December
November
October
September
August
July
June
May
April
March
February
January



Closing the Campaign



The screenshot shows a browser window with the URL www.kickstarter.com/projects/righteouscheese/righteous-cheese-a-new-cheese-shop-and-bar-in-dc/posts?page=1. The page title is "Righteous Cheese, a new cheese shop & bar in DC by Car...". The main content is an update titled "Hey all you wonderful cheese backers!".

Hey all you wonderful cheese backers!

Update #11 · Sep 28, 2012 · 1 comment [Like](#) 0

Aaaand we have a website (thank you Cory!)

Check it out - www.righteouscheese.com.

Thanks so much for your support. I hope you're seeing the results of all of your support in many ways. October begins Kickstarterers' Appreciation Month here at Righteous Cheese, which means you'll be receiving your rewards soon!

Speaking of which, please make sure to fill out the survey that was sent to you based on your reward level. Kickstarter only allows the campaign to send each survey once. Some of the reward levels have no survey (the Thank You reward and the Digital Pairing Guide), but if you've missed the survey asking for your info, this is what Kickstarter says to do:

"How will project creators get my info to deliver rewards?"
in [Backer Questions / Getting Rewards](#)

Project creators will send you an email survey to request any info they need to deliver you and your fellow backers' rewards, such as your mailing address or other details.

If you think you might have missed a survey email, **please log in to your Kickstarter account to check — you'll see a notification at the top of the site for any missed surveys.**"

Please make sure you haven't missed any surveys, so we can get your goodies out to you later this month. And come visit soon - the bar is currently open Fri-Sun 11-8; and in mid-October we will begin limited retail sales.

Thank you!!

[1 Comment](#)

Pledge \$50 or more
42 backers
a flight at the cheese bar and a digital pairing & recipe guide, created by yours truly
Estimated delivery: Oct 2012

Pledge \$75 or more
24 backers
an embroidered Righteous Cheese apron - just like we'll wear at the shop, but available only to backers; with a digital pairing & recipe guide created by yours truly
Estimated delivery: Oct 2012

Pledge \$150 or more
18 backers
a flight at the cheese bar for you AND a guest, with a digital pairing & recipe guide created by yours truly
Estimated delivery: Oct 2012

Pledge \$300 or more
4 backers
a gift basket stocked full of cheese and other delicious goodies from the shop; an embroidered Righteous Cheese apron - just like we'll wear at the shop, but available only to backers; and a digital pairing & recipe guide, created by yours truly

On the right side of the page, there is a purple box with the following text: ChartBeat, Facebook Connect, Google Analytics, New Relic, Quantcast, Twitter Badge, Twitter Button.



Closing the Campaign

The screenshot shows the Facebook interface for the page 'Caromont Farm'. The top navigation bar includes the Facebook logo, a search bar with the text 'Search for people, places and things', and the page name 'Cheese and Char'. Below the navigation bar, the page name 'Caromont Farm' is displayed with a dropdown menu set to 'Timeline' and 'Now'. A 'Liked' button is visible in the top right corner.

The first post, dated September 19, 2012, contains the following text: 'Kickstarter incentives are almost complete and we begin shipping T shirts and note cards tomorrow. The cheeseboards from Logs to Lumber are almost ready. Take a look at these...all began as fallen logs in Albemarle County. They are beautiful now, and haven't even been finished!'. Below the text is a photograph of a workshop with several wooden cutting boards on a workbench. The boards are in various stages of completion, with some showing natural wood grain and others being stained.

The second post, dated September 17, 2012, contains the following text: 'Our new shiny baby, otherwise known as the Vat...and the new bulk tank of love...are on the road and on the way to Caromont Farm. And to all of the Kickstarter family...incentives are leaving Esmont this coming Wed. Support your little local postoffices, because if you don't, they go out of business. It may take a little longer to get to you, but it's worth it here in Esmont!'. Below the text is a small image of a cow.

The third post, dated September 15, 2012, is partially visible and contains the text: 'Caromont Farm is figuring out the Fall Festivities...special events at wineries and Albemarle CiderWorks, cheese tastings, cheese classes....www.caromontfarm.com for details!'. Below the text is a small image of a cow.



Measuring the Results

Caromont Farm

Goal: \$35,000

Raised: \$39,712

of Backers: 271

Righteous Cheese

Goal: \$12,000

Raised: \$13,325

of Backers: 160



Measuring the Results

Beyond the money, additional benefits included:

- Increased awareness of business in community;
- Buzz for a new business/growing product line; and
- Community of passionate supporters.



The screenshot shows a Washington Post article page. At the top, there are navigation links for 'Sign In', 'SUBSCRIBE: Home Delivery | Digital', and various categories like 'Jobs', 'Real Estate', etc. The main headline is 'On Small Business' with a sub-headline 'From Kickstarter to Union Market: crowdfunding a cheese shop'. Below the headline is a photo of Carolyn Stromberg, owner of Righteous Cheese, standing behind a counter with various cheese labels like 'TAKE IT EASY', 'ZARDEANO', and 'MANCHEGO'. The article text below the photo reads: 'Jeffrey MacMillan/JEFFREY MACMILLAN - Carolyn Stromberg, owner of Righteous Cheese, a wine and cheese bar/ store, located in Union Market in Washington. By Mohana Ravindranath, Published: March 15 | Updated: Monday, March 18, 5:00 AM E-mail the writer'. To the right of the article is a sidebar with a 'TRENDING ON TOP SOCIAL reader' section and a 'Personal Post' section with recommendations.



Community Engagement

How can you keep that community engaged after the campaign?

- Ask for input, e.g., Facebook polls, “name a _____” contests.
- Share progress towards completing the project.
 - Transparency: explain any delays in opening or fulfilling rewards.
- Cross-promotion with allied businesses who promoted the campaign.



Murray's Cheese asked a question.
April 23

Which fan-submitted grilled cheese idea should be on our May menu? Vote for your pick now through Sunday (4/28).
Congrats to our finalists: Allyson Taylor, Kristen Suzon Butler & Keith Roberts!

<input type="radio"/>	"The Guido" (NY Cheddar, Pancetta, basil aioli & tomato mayo)	+12
<input type="radio"/>	"Hammy Grammy" (Proscuitto Rossa, granny smith apples, bandaged cheddar)	+17
<input type="radio"/>	"Give me a Beet" (Westfield Capri, fresh mozzarella, arugula & beets)	+15

Like · Comment · Share 👍 1 💬 1



Community Engagement

The screenshot shows the Facebook page for 'Righteous Cheese'. The page features several posts:

- October 3, 2012:** A post titled 'September Cheeseletter- news, tips, pairings suggestions, classes and oh so much more' with a link to 'October Cheeseletter eepurl.com'. It has 141 views and 2 likes.
- October 2, 2012:** A poll asking for help to choose the name for a new flight at the bar of All-American craft beers & cheeses. The options are 'Party in the USA (ala Miley Cyrus)' (+11) and 'Made in America (ala Jay Z and Kanye)' (+3). It has 232 views.
- October 2, 2012:** A post asking for an artist to paint a cheese mural at the shop. It has 186 views and 5 comments.
- September 28, 2012:** A post titled 'New Northern Italian flight on the menu today!' with a photo of a chalkboard menu. The menu lists three items:
 - 1) autumn sweater**
cheese: buja sarta, pecorino foglie di noce, valdeón
wine: assosantolone pinjot, madonabruna cuvelo 2009
recioto della valpolicella classico 2008
 - 2) foods that start with the letter Q for 200, alex**
cheese: quadrello di bufala, quicke's cheddar, queso azul
wine: villa wolf gewurztraminer 2011, raffaelli chimon 2011
calatruy musical de rivissaltes 1999
 - 3) party in the U.S.A**
cheese: coach farm aged chèvre-moses sleeper, cave-aged marisa
beer: port city optimal wit, laqunitas pilsner, duck-rabbit schwarzbierThe chalkboard also includes a note: 'EACH FLIGHT = \$24ST PER PERSON *sorry, no substitutions' and a call to follow them on Twitter: 'Follow Us! @righteouscheese'.
- September 24, 2012:** A post announcing a Northern Italian cheese & wine class at Seasonal Pantry tonight, with a link to an Instagram post.

The right sidebar shows a navigation menu with options for 'Now', '2013', and 'Opened' (December, November, October, September, August, July, June, May, April, March, February, January). There is also an 'Ads Manager' button.



Community Engagement

facebook <https://www.facebook.com/RighteousCheese?ref=hl> (1) Righteous Cheese

Righteous Cheese Timeline Now

Status Photo / Video Event, Milestone + Ads Manager

Free Ticket Alert
We're giving away a ticket for tomorrow evening's Backyard Cheese & Beer class to one lucky winner. Comment here or tweet us your favorite summertime cheese and you can be sipping & snacking tomorrow evening!

Like - Comment - Share

Jessie Chien Bryson and Nancy Webster Lowder like this.

Alex Villa I love Midnight Moon, though everything I've ever gotten from you guys (and Monica) has been spectacular regardless of season 😊
Unlike · Reply · 1 · Wednesday at 2:26pm

Ania Baca Pecorino Ginepro
Unlike · Reply · 1 · Wednesday at 3:30pm

Brady Birdsong I need to win! I love Righteous Cheese and I need a class to help me determine what my favorite summertime cheese is!!
Unlike · Reply · 2 · Wednesday at 4:13pm

Righteous Cheese Congrats to twitter follower Just the Bottle for her win. Thanks to all for your entries & keep coming back for more summer cheese picks!
Like · Reply · Yesterday at 12:03pm

Write a comment...



Creating Strength in Numbers through Social Media

 **Capital Spice** @CapitalSpice 27 May
Wow, @redapronbutcher! Burger pack (4 patties, 4 buns from @tiffmacisaac, @gordyspicklejar chips and @RighteousCheese raclette) rocked!
Retweeted by Righteous Cheese
Collapse Reply Retweeted Favorite More

4 RETWEETS 1 FAVORITE

9:44 AM - 27 May 13 · Details

Reply to @CapitalSpice @redapronbutcher @tiffmacisaac

 **Tiffany MacIsaac** @tiffmacisaac 27 May
@CapitalSpice Yay! The only thing better than grilling burgers with friends is grilling @redapronbutcher burgers with friends :) #MmmBurger
Expand

 **Red Apron Butcher** @redapronbutcher 27 May
@CapitalSpice glad the whole Summer Burger series was a hit!
Expand

 **Capital Spice** @CapitalSpice 27 May
Raclette from @RighteousCheese was a great call - flavor was bold and funky enough to stand up to rich patties and dense brioche.
Expand

 **Righteous Cheese** @RighteousCheese 27 May
@CapitalSpice thanks! even burgerless, we love raclette & @gordyspicklejar pickles!
Hide conversation Reply Delete Favorite More

1 FAVORITE

11:40 AM - 27 May 13 · Details

Reply to @CapitalSpice @gordyspicklejar



Other Creative Crowdfunding Applications



Community Supported Cheese at Cyril's JUNE

by Sasha Davies

A cheese club for the people: flexible participation, a voice in selections, & knowing you are helping the community get great

📍 Portland, OR

SUCCESSFUL!

117% FUNDED	\$1,350 PLEDGED	FUNDED JUN 14, 2013
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The Culture of Cheese

The Culture of Cheese
by Christopher LeClere

This film shows how cheese is made and introduces you to the artisans who create it.

📍 Burlington, VT

2% FUNDED	\$325 PLEDGED	14 DAYS TO GO
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Lessons Learned

“The cheerleader theory of media: Create something for a specific audience that is really passionate about it, and word will get out.”

--Mark Cooper, Co-Founder, Offerpop



Crowdfunding Resources

Crowdfunding sites,

www.Kickstarter.com : creative and food focused

www.Indiegogo.com

www.Crowdfunder.com

www.RocketHub.com

Social Media Clubs in your city,

e.g. Social Media Club DC, www.socialmediclubdc.org

Local Business Incubators,

e.g. Think Local First DC www.thinklocalfirstdc.com



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CHEESE
and
champagne



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@CheeseSociety | #CheeseSociety13