

Modeled after CJAM
Bloomington's 2021
implementation

"ROUND UP RENT" DUPLICATION PLAN



CREATE MARKETING MATERIALS

Animated videos, 1 page information sheets, and former client testimonials are a great way to spread the word about the great work of the non-profit.



CONTACT LANDLORDS IN LOCAL AREA

Contact landlords both big and small with the value proposition of adding value to their current/future tenants. Include marketing materials about how the partnership with benefit all parties involved.



SIMPLIFY SIGN UP PROCESS AND FIGURE OUT DETAILS

Hash out all the details around adding "Round Up Rent" \$5 monthly donation to the lease with specifics around the program



COLLECT SEMI ANNUAL DONATIONS

Work with the landlord to determine easiest payment plan to collect donations from residents. This could slightly vary for each landlord.



CONTINUE RELATIONSHIP & PROVIDE GREAT SERVICES

E-newsletter is a great way to continue education and attract new volunteers. In addition, providing great services to residents when needed is imperative.



REPEAT PROCESS YEARLY & EXPAND TO NEW LANDLORDS

This process is highly scalable and requires minimal work after initial push. Continue to expand to new landlords each year to reach the largest target market.