

KIDSCYCLE BUSINESS GUIDELINES

Kidscycle is a program of Love+Lift - www.loveandlift.org

Love + Lift encourages participants to support local Cycler businesses, makers, and artists. With this in mind, businesses can post to advertise their product or service on KidsCycle pages when they follow the guidelines outlined below. This allows exposure for your business while remaining true to the core mission of Love + Lift and KidsCycle.

What is a business?

A **business** is defined as anything other than selling one's personally used items. **Businesses include but are not limited to** selling handmade items and services, downsizing product inventory, purchasing items and reselling for profit, et al.

What should my post contain?

All business posts must begin by reaching out to a member of the advisory team for *each respective Love + Lift KidsCycle page*. As we are an all volunteer advisory group, please allow time for approval.

Include the following in the post:

- **Start** your post with "KidsCycle Approved Business Post @Tagged Advisor"
- Business name and description
- Love and Lift
- Contact information (feel free to link a website or Facebook business page).

What is an approved Love + Lift give away?

All business posts must include a love + lift giveaway valued at a minimum of \$25 per winner chosen randomly from those who have commented with interest on the post. An example of a giveaway might include:

- A free haircut from a stylist.
- Oils, bags, jewelry, make up, etc. from a sales rep.
- Custom made and/or personalized clothing, accessories, home goods, etc.
- A gift basket of favorite products related to one's businesses

Offering complimentary consultations or a single experience at no charge which are typically offered to new clients or used for training purposes would not qualify.

We do not permit limits or restrictions on your offer. I.e. "you have to like my facebook page to enter to win". There must be no further purchase necessary. You may link your page, but you may not require people to like the page to receive your giveaway.

What is the timing of a post?

- A post can be made every four months.
- A post can be on the page for 48 hours. During this timeframe you must
 - randomly select a winner
 - announce the winner in the comments and PM the winner
 - delete the post
- After the post is deleted, send a screenshot of the winner to the advisory team.

What else do I need to know?

A business owner or approved representative can facilitate a business post. You may not PM or spam people who comment "Interested" on your offer. For businesses interested in multi-page posts or longer term sponsorship opportunities, please send a message to Love + Lift for more information. Failure to follow these guidelines may result in future business posts not being approved or the removal of a Cyclor from the page.

Can I reply to someone in search of my business?

If someone posts an ISO for something you can offer through your business, it is acceptable to respond. Examples of this:

"ISO someone who can make a quilt from my babies clothes"

"ISO someone who sells xyz-product or abc-brand name"

"ISO a plumber, gardener, someone to cut my grass, etc"

Soliciting business without prior admin approval through posting or private messages is not allowed. If done before discussing previously with admins, the business post may not be approved.

To view complete Kidscycle Guidelines, please visit
<https://www.loveandlift.org/kidscycle-guidelines>