



ANGEL CAPITAL ASSOCIATION

**Access ACA
Group Leader Toolkit**

www.AngelCapitalAssociation.org



ANGEL CAPITAL ASSOCIATION

Dear ACA Group Leader –

Thank you for your continued participation and support of the Angel Capital Association (ACA). As always, we remain committed to supporting your group and members in three very powerful ways:

- **Knowledge:** Highly topical angel investing content to stay on top of trends
- **Connections:** To more than 13,000 active angel investors to expand deal flow and knowledge
- **Representation in Washington, DC:** As the voice of angels, ACA works to protect your investor rights through critical public policy oversight and provides actionable tools to make it easier for angel investors to be heard.

We are thrilled to provide you with two “Access ACA” Member Toolkits. One is designed for group leaders and the second is for you to provide to your members. Both will help you share the full value of ACA membership.

I. Access ACA Group Leader Toolkit: *Materials to help you market your group and ACA to your members / community*

- **ACA Marketing Engine:** A detailed summary of how to use ACA content and marketing materials with your members and the public
- **PPT deck:** An overview of ACA member benefits to use during group meetings and other presentations
- **ACA member logo** for your use in online and printed materials
- **ACA press release template** and guidelines to leverage your ACA affiliation with local media

II. Access ACA Member Resources: *Materials to share with current, new and prospective members*

- **ACA Overview: 7 Smart Ways to Leverage your ACA Membership:** This one-page handout is an excellent tool for group recruiting efforts and reminds current members about how they can use ACA resources and tap into the largest, most experienced network of angels in North America.
- **Sponsor Benefits: Save Big with ACA and its Sponsor / Partner Benefits Program:** Use this one-page benefits overview to demonstrate to new recruits and current members the 2:1 value and bottom-line benefits they receive through your group membership in ACA.
- **ACA VIP Access: Quick Overview**
 - **ACA member network:** *Exclusive access to the most experienced network of angels in the North America*
 - **Email sign up:** *Weekly access to investor insights, member knowledge and connections, in addition to ACA and industry news & events*
 - **Members only website:** *Admission to the ACA Knowledge Center and details for setting up your password*
- **ACA brochure:** *A great one-page overview and reference on ACA benefits and resources.*

If you have any questions about how to use these materials or ideas to add to this kit in the future, please contact me or ACA membership director, Sarah Dickey at (913) 894-4700.

Sincerely,

Marianne Hudson
ACA Executive Director



ANGEL CAPITAL ASSOCIATION

Tap in to the ACA Marketing Engine

ACA offers a wealth of knowledge and information to fuel your own group marketing. Use the Marketing Engine as a quick and easy way to leverage ACA resources. If you do your own marketing, use these tips as a reference guide or pass this document to your marketing committee or resource for consideration.

Tips & Ideas

Using ACA content and marketing to fuel your group marketing

1. Your Website

- ◇ **Create an ACA page on your website:** This is a great way to demonstrate added benefit to your members. An ACA page can be created with simple descriptions and links to the following valuable content:
- ◇ **Link to ACA:**
 - Member benefits: including sponsor discounts and special offers
 - ACA Knowledge Center
 - Investor IQ resources for angels
 - ACA members in the news
 - ACA and industry event calendar
 - Public Policy news
 - ACA Angel Insights Blog
 - Post the ACA member handouts and PPT to keep your members informed about ACA benefits
- ◇ **Use ACA Images:** Enhance your website look and feel with ACA event images; JPG-ready files are available and usage only requires an ACA approved caption
- ◇ **Display your ACA Member Logo** with a hot link to ACA to demonstrate your group's access to the 13,000+ and growing ACA network of angels

2. Email Marketing—the Easy Way!

- ◇ **Let ACA do the work:** ACA provides a fast, turnkey and super easy way to keep your members informed about ACA trends, members, public policy, news and events.
- ◇ **One step:** Simply send your group member email list to ACA membership director Sarah Dickey sdickey@angelcapitalassociation.org. Your members will receive personal access to the ACA Members Knowledge Center and automatically receive weekly ACA news and important, time sensitive alerts. ACA keeps this information confidential and never shares it with anyone.

3. Email Marketing – More Ways to Connect: Use ACA content to keep your members current on angel investing trends, issues and opportunities. Encourage members to sign up for ACA eNews, [and](#) feel free to repurpose ACA's content:

- ◇ **Repurpose ACA content in your newsletter:** Include ACA eNews content, blog posts and links in your newsletter (reference that this content is courtesy of ACA)
- ◇ **Forward ACA Alerts:** to your members so they can take advantage and sign up for valuable webinar content and opportunities to connect with angels nationwide at special, limited time events
- ◇ **(Coming Soon!) If you don't have a member newsletter:** Add your group logo to the ACA eNews template or simply forward the weekly ACA eNews to your members not yet signed up for ACA eNews (ACA logo must remain on the eNews)



ANGEL CAPITAL ASSOCIATION

Tap in to the ACA Marketing Engine

4. **Public Relations:** Repackage ACA press releases for your market to build local visibility
 - ◇ **ACA PR template:** Use the ACA press release template to quickly repackage ACA news for your own local marketing
 - ◇ **Leverage ACA news stories:** Visit the ACA online newsroom and
 - Send relevant news coverage to your local media suggesting a similar story with a local slant and commentary from you
 - Share the news stories with your members
5. **Social Media:** Use ACA social sites to keep your members connected to the largest angel community in the country
 - ◇ **LinkedIn:** Use the ACA investors-only LinkedIn plugin on your website to access lively discussions between investors and to keep your colleagues informed of events, portfolio company job openings, and other great news for your group.
 - ◇ **Twitter:** Use the ACA Twitter plugin on your website; encourage members to follow ACA and tweet on topics on interest
 - ◇ **ACA Angel Insights blog:**
 - Encourage your members to subscribe to the ACA blog to stay connected
 - If you don't have a blog, link to the ACA blog on your website

How are you already leveraging ACA resources? Send your examples, questions or ideas to ACA membership director, [Sarah Dickey](#) at (913) 894-4700.

ACA Marketing Links:

- * **ACA Member Benefits:** www.angelcapitalassociation.org/member-benefits/
- * **ACA Member's Knowledge Center (requires log-in):** www.angelcapitalassociation.org/members-login/
- * **ACA Members in the News:** www.angelcapitalassociation.org/news/
- * **Investor IQ Resources:** www.angelcapitalassociation.org/investor-iq-angel-resources/
- * **ACA Events Calendar:** www.angelcapitalassociation.org/aca-events-all/
- * **Industry Events Calendar:** www.angelcapitalassociation.org/industry-events-all/
- * **Public Policy News:** www.angelcapitalassociation.org/public-policy/
- * **ACA Member Marketing Handouts (requires log-in):** www.angelcapitalassociation.org/member-tools
- * **ACA Image Library:** www.angelcapitalassociation.org/aca-picture-library/
- * **ACA LinkedIn Plug-in:** www.linkedin.com/groups?gid=2744510&trk=myg_ugrp_ovr
- * **ACA Angel Insights Blog:** www.angelcapitalassociation.org/blog/



ANGEL CAPITAL ASSOCIATION

ACA Membership Overview: This is a copy of a Power Point presentation available in the [ACA Members Knowledge Center](#) for use with your angel group. Periodic updates will be made so all ACA members may take advantage of upcoming events and other opportunities.



Top 10 Things ACA Members Should Know About ACA

June, 2015

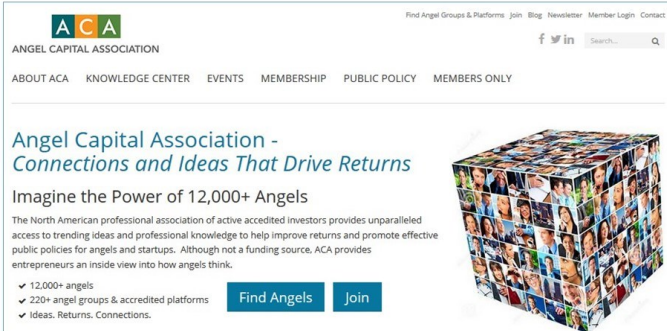
Marianne Hudson
(with apologies to David Letterman)



ANGEL CAPITAL ASSOCIATION

#10: All Angels in ACA Groups are ACA Members

Sign up for eNews, invites, member access
www.angelcapitalassociation.org/newmember



#9: Membership is More than Angel Groups

World's largest association of accredited angel investors
www.angelcapitalassociation.org



- 13,000 investors
- Angel groups
- Accredited platforms
- Family offices
- Individual angels
- 240+ organizations
- Every U.S. state & 5 Canadian provinces

★ Full Members
★ Provisional Members
★ Affiliates
★ Accredited Platform

Mission: fuel success of angel groups and accredited investors, as well as the early-stage companies they support



ANGEL CAPITAL ASSOCIATION

ACA Member Groups & Platforms



Golden Seeds, Life Science Angels, Nashville Capital Network, FundersClub, band of angels, AngelList, alliance of angels, LAUNCHPAD VENTURE GROUP, TECH COAST ANGELS, TIE ANGELS, CommonAngels, New York Angels, Sierra Angels, New Dominion Angels, OHIO Tech Angels, Houston Angel Network, SAND HILL ANGELS



ANGEL CAPITAL ASSOCIATION



ANGEL CAPITAL ASSOCIATION

#8: ACA Deals with Stupid Human Tricks

- We represent American angels in Washington, DC
- And we're making headway...
 - Accredited investor definition
 - General solicitation
 - 100% QSBS gains exemption
- Tools to easily share your voice



#7: We Deliver Options In Changing World

EAG Certification Program



- Certification to:
 - Invest in generally solicited offerings
 - And possibly way to be accredited investor

www.angelcapitalassociation.org/eag



#6: Gold Standard Professional Events

Hear great keynotes



Connect with colleagues, old & new



Participate in roundtables



See great places



Take home ideas that build your returns



Look for These Upcoming ACA Events

Angel Insights Exchange
November 9-10, 2015
New Orleans
(formerly called Leadership Workshop)



2015 ACA Summit
May 9-11, 2016
Philadelphia





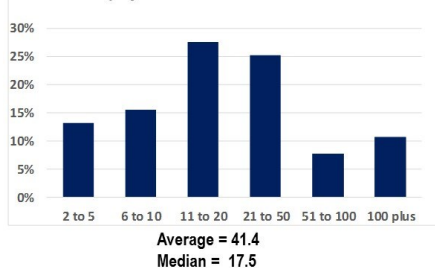
ANGEL CAPITAL ASSOCIATION

#5: We Support Angel Data & Research

We all can be better with the right information and analysis

- ACA Member Surveys - slide deck for members

Number of Employees One Year After ACA Member Investment



2015 U.S. Angel Investor Returns Study Underway

ARIHaloReport.com/Returns2015

Eminently PRACTICAL research:

- What are the returns to group angel investing?
- Are there strategies that improve returns?

Completely Private & Confidential

With YOUR help it will be the largest data set ever collected.

Working for 2,000 investors, 4,000+ exits.

Will you invite the members of your groups?

From the Producers of:
Returns to Angel Investors in Groups

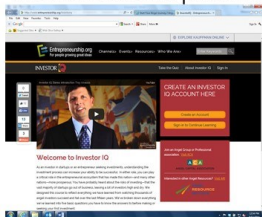
Any questions or data collaboration ideas, please email:

Rob Wiltbank, PhD
Wiltbank@Willamette.edu

Wade Brooks
Wbrooks@Willamette.edu

#4: Knowledge Center Has Great Content

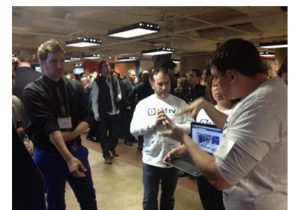
- Reports and Topical Presentations
- Angel Investing Data and Analysis
- Investor IQ – videos on getting started as angel
- Useful Archives
 - Event materials and presentations
 - Webinar audio and presentations



#3: Connections for Deal Flow & Exits

Deal Flow/ Syndication

- Regional Syndication Calls
- Monthly Sector Group Calls
 - Life Science
 - Clean Tech
- Company Showcases
- Accredited Platforms/ Accelerators
- Developing ideas....



Exits/ Relationships

- Innovation Office Hours
- Corporate Partners
- John Huston Professionalism Courses





ANGEL CAPITAL ASSOCIATION

#2: We Promote Members, Angels in Media

- Send us your news – investments, exits, milestones
- We include on ACA website and social media
- Get requests from national and regional publications – members best info source

Regular Columns in:

Forbes

Inc.

Featured in National Publications:

CNBC

VB

Entrepreneur

HUFF POST

MONEY

Proud to Support Members in Publications!

FOX BUSINESS

WJP
WASHINGTON POST

THE WALL STREET JOURNAL



ANGEL CAPITAL ASSOCIATION

#1: Members Are ACA's Secret Weapon

Some of the smartest angels on the planet – and happy to share ideas



Dave Berkus, Angel Guru and Board Expert



Jean Hammond, Super Angel



Stephanie Hanbury-Brown, Founder Golden Seeds



John May, World Angel Ambassador



Basil Peters, Early Exits Expert



Bill Payne, Leading Angel Educator



Ed Roberts, Angel and MIT Entrepreneurship Center

ACA's founders include two leading lights who are no longer with us:



Hans Severiens, Founded Band of Angels



Luis Villalobos, Founded Tech Coast Angels



ANGEL CAPITAL ASSOCIATION

More Information

Staff Follow-up:

Marianne Hudson, Executive Director

Sarah Dickey, Membership Director

913-894-4700

mhudson@angelcapitalassociation.org

sdickey@angelcapitalassociation.org

www.angelcapitalassociation.org

@ACAAngelCapital



ANGEL CAPITAL ASSOCIATION

Logos can be found in the [ACA Member Knowledge Center](#)

MEMBER OF



ANGEL CAPITAL ASSOCIATION

AFFILIATE OF



ANGEL CAPITAL ASSOCIATION



ANGEL CAPITAL ASSOCIATION

Customizable Press Release Template

This template is available in word in the [ACA Members Knowledge Center](#)

The cultivation of an honest and professional relationship with editors, news directors and reporters is an essential step in communicating your organization's message to the public. The media rely on organizations like yours to bring valuable information to their attention. If your group does not yet communicate with the media, the ACA press release template offers an excellent starting point.

How to use this customizable ACA press release template:

- A press release is the standard way to present your news to the media. Media expect your press release information to follow a standardized template. Use this template to present news to your local media.
- The template includes customizable information, highlighted in yellow, within the release (e.g. dateline, name of your angel group, quote attribution, etc.). Insert this information before the release is distributed.
- Improve clicks to your website and SEO by inserting hyperlinks to your group website and any online resources or organizations mentioned in the release.
- Distribute the press release via email to local business media reporters; Obtain media contact information at the media website or by calling the media. Optionally, news distribution services can be used such as PR Web and others.

Typical uses:

- Announce your organization's involvement as a member of ACA.
 - Primary message: Your local groups affiliation with a national organization
 - Secondary message: Your group's availability to provide a local perspective on angel investing trends, issues, hot topics.

**If more than one angel group from your metropolitan area is a member of ACA, we suggest that you coordinate your releases in order to ensure the best media coverage. The full list of ACA members can be found on the [website](#) and in the [ACA Members Knowledge Center](#).*

- Review the PR template and modify the content by including additional ACA related news that may be of interest to local reporters e.g.
 - ACA public policy news, issues, campaigns
 - ACA research findings
 - Your group's involvement in ACA events e.g. speaking at a conference; presenting during an ACA webinar
- Make sure to include ACA on your distribution list when you send out any group news and/or releases.

**Insert Your
Group Name/Logo
Here**

MEMBER OF



ANGEL CAPITAL ASSOCIATION

CONTACT:

(Insert name, affiliation, phone number, e-mail)

[Angel Group Name] Joins North American Angel Capital Association

North American Affiliation Enhances Local Expertise and Network to Support Investments in High-Growth Entrepreneurial Ventures

[City, State Abbreviation, Date] –**[Name of local angel group]** has joined the national [Angel Capital Association](#) (ACA) to fuel its investments in local entrepreneurial **[option to replace entrepreneurial with industry segment]** startup companies.

Founded in **[year]**, **[name of angel group]** invests in **[type and stage of companies]**. “Our members are committed to a disciplined, professional approach to evaluating investment opportunities and managing the investment process,” said **[insert full name of spokesperson and name of angel group]**. “As members of the Angel Capital Association our angel investor members can access and leverage the latest investing best practices, new industry data, and a network of industry experts and potential syndication partners.”

“We are pleased to welcome **[name of angel group]** as a member of the Angel Capital Association and look forward to working with them as they invest in startups and grow the kinds of companies that are vital to a sustainable economy.” added ACA Executive Director Marianne Hudson.

Angel groups fill an important funding niche between informal investors from family and friends, and formal venture capital. The number of angel organizations has more than tripled since 1999, reaching nearly 400 in the United States in 2013. Recent estimates from the Center for Venture Research report that angels groups provided \$24.1 billion in start-up financing to nearly 73,400 ventures in 2014.

“An increasing number of individuals are looking at collaborative investing in high-potential startup companies through angel groups as an attractive investment option,” said **[last name of angel group spokesperson]**. “Angel groups like **[name of angel group]** and ACA enable individual investors to pool expertise and capital to support early stage ventures.”

Angel investors, high-net-worth individuals or “cashed out” entrepreneurs, play an important part in the startup ecosystem and fuel job growth by mentoring and investing in startups. **[Angel group]** currently has **[number]** of investor members and continues to grow. Accredited investors* who might be interested in joining **[name of angel group]** are encouraged to attend an upcoming meeting. To receive an invitation to the next **[angel group]** meeting please contact: **[person and email address]**.

About [Angel Group Name]

The [name of angel group] was formed in [insert month, year]. [Insert summary of the local angel group. Note what kinds of investments the group likes to make, what companies the group invested in last year, and how many members the group has.]

About the Angel Capital Association

The [Angel Capital Association](http://www.angelcapitalassociation.org) is the leading professional and trade association focused on fueling the success of accredited angel investors and portfolio companies in high-growth, early-stage ventures. ACA is the voice of the angel industry, providing comprehensive services in support of members working in angel groups, through portals and individually. ACA provides professional development, public policy advocacy and significant benefits and resources to its membership of more than 13,000 individual accredited investors in 240 angel groups and platforms.
www.angelcapitalassociation.org; @ACAAngelCapital.

*"ACCREDITED INVESTOR," AS DEFINED IN THE SECURITIES ACT OF 1933 FOR INDIVIDUALS, MEANS A NATURAL PERSON WHO HAS INDIVIDUAL NET WORTH OR JOINT NET WORTH WITH THE PERSON'S SPOUSE THAT EXCEEDS \$1 MILLION AT THE TIME OF THE PURCHASE, EXCLUDING THE VALUE OF THE PRIMARY RESIDENCE OF SUCH PERSON," OR "A NATURAL PERSON WITH INCOME EXCEEDING \$200,000 IN EACH OF THE TWO MOST RECENT YEARS OR JOINT INCOME WITH A SPOUSE EXCEEDING \$300,000 FOR THOSE YEARS AND A REASONABLE EXPECTATION OF THE SAME INCOME LEVEL IN THE CURRENT YEAR."