

# Buy Local for the Holidays 2017

## 5 Ways Your Business Can Participate

Choose A La Carte or Do Them All

Tell [Becca@sustainableconnections.org](mailto:Becca@sustainableconnections.org) what you're up for by **Friday, September 1st**

### 1) Chinook Book Mobile App

**Year round w/ extra Holiday Promotion**

If you aren't in the app already—there are 4 In App features for Businesses to choose from. You can add on more anytime.

[See details and sign up here.](#)

1. **Annual Coupons**—12months
2. **Seasonal Coupons**—2months (*Perfect for Holiday Promotions!*)
3. **Inline Advertising**—1month+ (*Draw attention to Events/Website*)
4. **Mobile Punch Card**—12months



### 2) Submit an Item For the Local Gift Guide

**Available November 1<sup>st</sup>-December 31<sup>st</sup>**

We're putting together a Shop Local Gift guide, full of unique gift ideas from local businesses for the public, based on Price Range.

- o [Submit your Gift Item here!](#)
- o Not sure what a Gift Guide is? Here's some inspiration from [Real Simple Magazine](#), [The Verge](#) and [The New York Times](#).



### 3) Holiday Window Decorating Contest

**Friday November 24<sup>th</sup>- Sunday December 24<sup>th</sup>**

- o There will be four Categories to win from:
  - o County Executive Jack Louw's Choice
  - o Bham City Mayor Kelli Linville's Choice
  - o Local Business Panel Choice
  - o People's Choice – vote mobile or online
- o Participating Businesses will be provided an 8.5 x 11in 'We're Participating' window sign and a 'Vote for Your Favorite' Cardboard Easel Sign to place at your register.
- o 4 winning businesses will receive FREE annual Sustainable Connections membership, extra social media promotion, bragging rights and a Woods Coffee gift card to treat their staff after the holidays.



#### 4) Donate a Local Prize

**Commitment Deadline For Print September 1<sup>st</sup>**

**Deliver or Pick Up Deadline October 25<sup>th</sup>**

Seeking fun and enticing prizes (\$15-\$200). These prizes help up the ante and encourage participants return to your businesses after the fun is over.

- We'll do several prize pack drawings throughout December for our Holiday Cheer Hunt—involving photos, trivia and more.
- Let [becca@sustainableconnections.org](mailto:becca@sustainableconnections.org) know what you're thinking. We can make almost any idea work ☺



#### 5) Display Your Winter 'We're Open, We're Local' Window Signs

**At least November 1<sup>st</sup> – December 31<sup>st</sup>**

Design is yet to be finalized, but always window worthy! Let your customers know you're locally owned and help spread the message that supporting local businesses is good for all of us.



2016's Window Sign

### How We Promote Buy Local for the Holidays

Sustainable Connections will print and distribute 30,000 Gift Guides/Inserts and distribute through the November *Bellingham Alive Magazine*, October 1st edition of *Cascadia Weekly*. As well as provide small stacks for participating businesses.

Sustainable Connections Think Local First Campaign will also table and attend a wide variety of events throughout November and December to promote the gift guide and thinking local first.

- You'll likely find a Sustainable Connections booth at; Tree lighting Ceremonies, Light parades, Holiday Markets, grocery stores and more!

Buy Local for the Holidays is also widely promoted on:

- [sustainableconnections.org](http://sustainableconnections.org)
- monthly email newsletters leading up to July and during July
- Facebook and Instagram
- Advertised in Local Newspapers and online media
- And in community Online Calendars

We will also supply you with a Promotional Toolkit Kit in November and again in December that includes ready to use language and pictures for you to promote your participation in Buy Local for the Holidays.

**We hope you'll join in our Buy Local For the Holidays campaign one way or another.**

Let [Becca@sustainableconnections.org](mailto:Becca@sustainableconnections.org) what you're up for by **Friday, September 1st**