



# Local First

*Improving Our Local Economy by Buying in the Antelope Valley*

---

---

## 14 TIPS FOR BUSINESSES TO MAKE BUY LOCAL FIRST A SUCCESS

1. Post the decal and poster in prominent locations. Download an 8.5 x 11 version of the poster from [www.avlocalfirst.com](http://www.avlocalfirst.com) and use it in locations around your business.
2. Add your logo or signature to “thank you” cards and/or add your business story to the back.
3. Make copies and distribute them widely as an insert with purchases, a reminder stapled to receipts, a gift card—“Your gift is from a locally owned store,” an insert in holiday and customer thank you cards.
4. Use the Buy Local First endorsement in your radio and TV ads.
5. Use the logo in your print advertising. A high quality print version of several sizes of the campaign logo is included. The more customers see this logo, the more they will understand the value of the message.
6. Visit [www.avlocalfirst.com](http://www.avlocalfirst.com) for a digital version of the logo.
7. Visit [www.avlocalfirst.com](http://www.avlocalfirst.com) and make sure your business is listed on the Web site.
8. Add [www.avlocalfirst.com](http://www.avlocalfirst.com) as a link from your business’ Web site.
9. Participate in the Buy Local Day and Shop Local Week.
10. Spread the word for the Buy Local Day. Build a sense of community pride.
11. Show off local products you carry in your store or serve on your menu. Build a display of local products or create a menu insert identifying local products. Invite a local producer of something you sell to do an in-store demonstration on Buy Local Day.
12. Add the logo or slogan to your receipts, e-mails, Web sites, reader boards etc.
13. Write letters to the newspaper opinion pages, as an article for your newsletter or for the newsletters of nonprofit organizations or houses of worship. Use the “Why Buy Local” key points.
14. Distribute a variety of printed messages that promote “I shopped local today” to customers on Buy Local Day.