

## Workshop Outline:

# Designing and Executing a Buy Local Campaign



### American Independent Business Alliance

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#### Optional add-ons:

##### Media skills workshop:

writing effective letters and op-eds, talk radio, building media relationships, editorial board meetings. (30-90 min.)

**Review of resources** for further information on both issues and skills. (15 min.)

Brief introduction to national trends, pro-local organizing, and realms of work

### 1. The Benefits of Doing Business Locally

#### A. Benefits to individuals as customers

- value = more than cheapness.
- exposing myths about better deals at chain/internet businesses
- the intangibles that make a big difference on our well-being

#### B. Benefits to citizens collectively

- strengthening local economy
- environmental impact--why sustainable business is rooted in communities
- maintaining community character
- intangible value of personal interactions
- local business support for local organizations and events

### 2. What you can change through "buy local" educational campaigns and the importance of a sustained effort

### 3. Delivering the message

Covers:

- identifying target audiences and the messages that can best reach each group
- examples from successful "buy local" campaigns
- selecting and using avenues for outreach, to include detailed discussion of:
  - free media (op-eds, letters to the editor, talk radio, community TV)
  - marketing tools that educate: bag inserts, window decals, bookmarks, cups, local directories and maps, Farm to Restaurant, etc.
  - branding: why and how to create a brand for your independent local businesses
  - direct paid advertising
  - public forums
  - Loyalty programs
  - Increasing local business-to-business commerce
  - How individual businesses' advertising can reinforce and magnify impact of campaign as a whole
  - Building relationships between local businesses and community organizations

### 4. Beyond education

- the limits of buy local campaigns
- pro-local procurement policies and other ways to positively direct government power
- group purchasing, marketing, and other ways businesses can succeed through cooperation
- "big picture" issues -- a look at national and global trends and how they are likely to impact our community.