



TIP SHEET

14 easy tips to make the Buffalo area
Buy Local Campaign a success

- 1 Post the window decal and poster in prominent locations. Additional full-size posters and/or decals can be ordered by contacting info@buffalofirst.org
- 2 Be sure every customer receives a "Thank You" card made from the templates included in this kit.
- 3 Add your logo or signature to the bottom of the "Thank You" cards and/or add your business story to the backs. Make copies and distribute them as widely as:
 - An insert with purchases
 - A reminder stapled to receipts
 - A "gift card" (i.e. "Your gift is from a locally-owned store")
 - An insert to your holiday circulars and thank-you's to customers
- 4 Use the **Buffalo FIRST!** logo in your own advertising. The more your customers see this logo, the more they will understand the value of the message. Contact info@buffalofirst.org for a digital version of the logo. Please see the logo authorization form for logo use guidelines.
- 5 Visit www.buffalofirst.org and make sure your business is listed on the website. If there is a problem, contact info@buffalofirst.org. Add www.buffalofirst.org as a link from your website.
- 6 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!*
- 7 Add the logo or slogan to your receipts, e-mails, websites, reader boards, and more.
- 8 Write letters to newspaper opinion pages, as an article for your newsletter, or for the newsletters of non-profit organizations or houses of worship where you are involved. Use the "Why Buy Local" key points included in this packet. Or ask us to write an article for you!
- 9 Use the logo when sending your customers a holiday card.
- 10 Create a buzz with your friends and customers about special "*Buy Local*" events.
- 11 Distribute a variety of clever stickers that promote "I shopped local today" for customers on "*Buy Local*" Day. Contact info@buffalofirst.org to have stickers sent to you.
- 12 Purchase a variety of clever bumper stickers for re-sale to your customers. Contact us for details.
- 13 Purchase "*Think Local, Buy Local, Be Local*" logo t-shirts for your employees to wear on "*Buy Local*" Day! Contact us for details.
- 14 Your opinions matter! If you have any promotional ideas please share them with us!

Think Local. Buy Local. Be Local.

www.buffalofirst.org • info@buffalofirst.org

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