



## 2019 “Shift Your Shopping” Campaign Checklist



We know you're busy. But the holiday season is an important time to utilize programs and services that the Chamber has in place to increase local buying. Use the handy checklist below to take advantage of any or all of these programs and services that the Chamber will be sponsoring this holiday season.

\_\_\_\_\_ Send or drop off coupons, fliers or small giveaway items to the Chamber for the Small Business Saturday stations. The chamber is located at 630 Market Street in downtown Steubenville. Quantity: 25 to 50. Deadline, Wednesday, November 27<sup>th</sup> at 5 p.m.  
Quantity: 50 to 100.

\_\_\_\_\_ Download and print the “Eat, Drink & Buy Local” sign and post it on your storefront. Or include a sticker or logo on all of your holiday advertising and promotions. Watch for it in Friday's, “In The Know.”

\_\_\_\_\_ Mark your calendar now for the 2019 Chamber Holiday Open House hosted by Apollo Pro Cleaning & Restoration in Wintersville. Great food, drink and music plus a chance to catch up with fellow Chamber members. Wednesday, December 11<sup>th</sup> from 11 a.m. to 2 p.m.

\_\_\_\_\_ Send the Chamber gift ideas from your store (at different price points) and we will feature them on our website, social media platforms and in chamber correspondence.

\_\_\_\_\_ Have a customer service roundtable with your employees about what you expect at your place of business. Allow seasoned employees to offer helpful advice to new or seasonal ones on how to handle difficult customers or how to increase sales with suggestive selling techniques.

\_\_\_\_\_ Purchase your "Shift Your Shopping" t-shirts so that you and your employees can show your local pride. They're just \$10 each and two designs are available. Watch the weekly newsletter for details.

\_\_\_\_\_ Give the Chamber a shopping bag from your store featuring your business logo or name. Our Ambassadors will feature them on our float in the Steubenville Christmas Parade on Saturday, December 14<sup>th</sup> to promote local spending.

\_\_\_\_\_ Provide the Chamber with coupons, fliers, special offers or giveaways to hand out to parade goers.

\_\_\_\_\_ Remind shoppers as they check out to enter the Chamber's “Buy Local Receipt Raffle.” Shoppers may enter online and log their receipts from purchases made at Jefferson County businesses between November 1<sup>st</sup> and December 24<sup>th</sup>. For every \$50 spent locally, shoppers receive one entry in a drawing to win \$500 cash.