



THINK LOCAL FIRST

One Bag. Many Businesses. A Stronger Local Economy.

Think Local First is a community campaign designed to keep locally owned businesses top of mind and give customers another reason to return.

The Chamber's Think Local First Reusable Bag Campaign is designed to create a visible reminder that where we choose to shop, dine and do business matters. Participating businesses will have the opportunity to purchase specially designed reusable Think Local First shopping bags at a reduced group rate, sell them to customers and create their own incentives to encourage customers to bring them back again and again.



WHY PARTICIPATE?

Think Local First is bigger than one purchase or one business. It's about creating a community-wide message that encourages residents and visitors to choose local businesses first.

By participating, your business:

- Becomes part of a coordinated community-wide Think Local First campaign.
- Receives reusable Think Local First bags at a special group purchase price.
- Is included in Chamber promotion and marketing of the campaign.
- Gains another opportunity to encourage repeat visits and customer loyalty.
- Helps put the Think Local First message into the community every time a customer carries the bag.
- Joins other local businesses in reminding customers that their spending choices help support local jobs, businesses and our community.

HOW IT WORKS

1. Choose your quantity.

Each participating business determines how many Think Local First reusable bags it would like to order (minimum 20 bags).

2. Purchase bags at the group rate.

Estimated business cost is **\$4.20 per bag plus tax**, with final pricing to be confirmed. The Chamber will coordinate the combined order and cover the initial artwork/setup charge.

3. Sell bags for \$6.

Participating businesses will sell the Think Local First bags for a consistent **\$6 retail price**. This keeps the campaign simple and consistent for customers throughout the community.

Businesses may also choose to give bags away as part of a special promotion, event, customer appreciation activity or other limited promotion.

4. Make the return visit your own.

Businesses may choose whether to offer an incentive when customers return with their Think Local First bag. The incentive is completely up to you and is not required.

Ideas could include:

- 10¢ or another small amount off a purchase
- Entry into a monthly drawing
- A special offer or occasional bag-holder promotion
- A loyalty reward after a certain number of visits
- A small bonus with purchase

Each business determines what makes sense for its customers, margins and business model.

WHAT THE CHAMBER PROVIDES

The Detroit Lakes Regional Chamber will:

- Coordinate the design and group purchase of the reusable bags.
- Cover the initial bag artwork/setup charge.
- Coordinate campaign messaging and branding. Chamber will launch the campaign with concentrated promotion and continue incorporating Think Local First messaging throughout the year.
- Promote Think Local First and participating businesses through Chamber communication channels.

- Provide participating businesses with campaign materials and suggested messaging for social media.
- Help educate the community about why choosing local matters.
- Build awareness leading into the holiday shopping season and encourage continued use of the bags beyond the holidays.

PARTICIPATION

Experience DL Businesses: Campaign participation are included as part of your Experience DL investment. Businesses pay only for the shopping bags ordered.

Chamber Members (not member of Experience DL): \$25 campaign fee, plus cost of bags ordered.

Non-chamber Members: \$50 campaign fee, plus cost of bags ordered

The participation fee helps offset the Chamber's investment in coordinated marketing and promotion of the Think Local First campaign.

CAMPAIGN TIMELINE

Businesses submit their participation form and bag quantity: **Due October 7th**

Bags distributed to participating businesses: **Approximately October 21st**

Think Local First holiday campaign promotion: **November–December**

Beyond the Holidays

Keep the bags—and the Think Local First message—going! Businesses are encouraged to continue recognizing customers who bring their bags back throughout the year.

READY TO THINK LOCAL FIRST?

Choose your quantity, create an incentive if you'd like, and we'll take care of coordinating the rest.

Together, we can give customers one more reason to **Think Local First**.

Complete the order form no later than October 7th

Think Local First Campaign - Reusable Shopping Bags – Fill out form

Note:

Standard Bag Price

To create a consistent experience for customers and participating businesses, Think Local First reusable bags will have a standard retail price of \$6.00.

By participating in the campaign, your business agrees to sell Think Local First bags for \$6.00 each.

Businesses may choose to provide a bag at no charge as part of a special promotion, event, giveaway or customer appreciation activity. Outside of these special promotions, participating businesses agree to maintain the \$6.00 standard retail price.

Each business may independently determine whether to offer an incentive or benefit to customers who return to shop with their Think Local First bag. No incentive is required, and businesses may change their offer at any time.