

# 1st Quarter Checklist

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Focus on redemptions! Refresh in-store signage at your merchants' locations. Redistribute the "How To Redeem" document and make sure employees are trained and ready for lots of new business.

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Write a press release for your local newspaper or a newsletter article on holiday sales to celebrate your "Shop Local" sales.

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With all those holiday sales available, this is a great time to recruit more merchants to your program. Let them know how many dollars' worth of cards have been sold and will soon be spent at participating merchants. 51% of cardholders try new places!

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Distribute the "Employee Rewards" one pager to local employers to establish your card as part of their employee recognition program. Start with your board of directors, and include city government, hospitals and medical offices, law offices, schools and universities, corporate employers, and/or any employer with more than 20 employees.

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Post on social media for Valentine's Day and post flyers around town to "Spread the Shop Local Love." (free templates linked below)

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February is Black History Month and March is Women's History Month. Use the "Featured Merchants and Special Offers" capability to highlight black-owned and women owned businesses on your eGift purchase page. (You can find it in the drop down at the far right in Manage Locations. More info linked below.)

Below is a link to a one pager you can distribute to local realtors and developers, law firms, banks, insurance companies, and any size of local employer who might be interested in chipping in to fund a bonus program to support Black Owned Businesses and/or Women Owned Businesses in exchange for community recognition.



Winter break / Presidents' Day - Distribute the Hospitality Best Practices one pager to local hotels and activities for staycations. Host a table to sell cards at your Winter Festival and/or award them as prizes for the snowman-building contest.



Do email and social media campaigns and a newsletter article on "Shop Local" for birthdays, anniversaries, special occasions and gratitude.



Easter is coming - post flyers and social media. Host a table to sell cards at the local Easter Egg Hunt. Hide some printed gifts in Easter eggs and give them as prizes.