

1st Quarter Checklist

- Redeem Cards!** People will want to redeem the cards they purchased at the holidays. Refresh in-store signage. Send around the "how to redeem" doc.
- Get Press!** Send an article or press release to your local newspaper or blogger announcing your 2023 card sales. You worked hard for those!
- More Merchants!** It's easier to recruit merchants when there's more business to be had. Let them know the dollars that are out there for them.
- Bulk Purchases!** Distribute the "Patron Card" one pager to local employers to establish your card as part of their employee recognition program.
- Valentines Day!** Post on social media and post flyers around town to "Spread the Shop Local Love." (free templates linked below)
- Black History & Women's History Months!** Send the one pager linked below for potential BOGOs and use the "Featured Merchants" capability to highlight black-owned and women owned businesses.
- Winter break / Presidents' Day!** Distribute the Hospitality Best Practices one pager to local hotels for staycations. Host a table to sell cards at your Winter Festival and/or award them as prizes for the snowman-building contest.
- Mailing List!** Send out a newsletter article on "Shop Local" for birthdays, anniversaries & special occasions.
- Easter!** Host a table to sell cards at the local Easter Egg Hunt. Hide some printed gifts in Easter eggs and give them as prizes.