



Independents Week

JULY 1-7 2012 Hundreds of shop local/buy local/live local organizations across the country unify in one uplifting and informative public campaign... Independents Week.

INDEPENDENTS WEEK (loosely) DEFINED:

Independent: Not dependent on or affiliated with a larger or controlling entity.

Week: A period of seven days.

FRIBA's Strategy:

As an affiliate of the American Independent Business Alliance we, the FRIBA members, have a step by step guide on how to make this campaign a success in Front Royal & Warren County.

1. Proclamation:

- Your Government officials have been alerted to the impending campaign by the FRIBA steering committee. Currently we are awaiting response.
- We hope to have the public officials present the proclamation to the community at a central location two days prior to kick off (June 28)

2. Graphics:

- Graphics can be found on <http://www.frontroyaliba.org/downloads>. They include Posters, buttons, Logos, etc.. We are thinking a coop-purchase plan would be best.

3. Business Owner Participation:

- This campaign is only a success if EVERYONE participates - members, owners and employees! Use the following pages to come up with fantastic ideas for your company and be ready to share at our membership mixer on the 31st.
<https://www.facebook.com/events/388395134530327/>
- This is a chance to be loud and proud! Be enthusiastic, this is your business, your community and your livelihood!

4. Media Coverage: (need committee)

- A press release will go out when we know the date of the the proclamation.
- As our events are planned they will be added to our already written press release.
- Invite media to broadcast from your business, play a game for Independents week, write an article.



ACTIVITIES TO CONSIDER

Much of the festive atmosphere for Independents Week already will be in place. Your media outreach will be a big factor in getting IW noticed. Here are some activity ideas to consider, both for your IBA and for individual businesses:

IBA/Organization

1) The Indie Challenge

A great way not only to engage your community, but also the media is by challenging prominent Locals to take the Indie Challenge--to try fulfilling all of their needs at local independent businesses for the week. You can use the media to your advantage by informing them via press release and interviews about your challenge--and who you're challenging. It may be a good prompt for those who may be reluctant about being public about their participation or who may drag their heels. Consider inviting local radio/TV/newspaper personalities, your council and board members, the president of your community's Chamber of Commerce and other civic organizations, and any other visible folks. Don't stop shy of state government, either. It's a great opportunity to engage your local, county, state, and federal legislators not only in discussion, but participation. Use our button design, I'm Taking the Indie Challenge, and create and distribute buttons to challenge-takers. Be sure the media knows who is participating--certainly suggest checking in with participants throughout the week as a potential news story!

Consider following up with participants after Independents Week to capture their thoughts on their experience--you may get some valuable quotes. . .and converts to your cause!

2) "Find Your Independents!" Game

This is a scavenger hunt for items one might need to purchase--but with the twist that folks need to find them at local independent businesses. No purchase is necessary; players merely need to find the item noted on their game card, and then get a stamp or sticker from the participating business where they found the item (this requires participating businesses to have such a thing on hand for use--many businesses do). There is space on the game card for players to provide their name and contact information for use in a drawing for gift certificates from participating businesses, which we suggest to culminate the game and Independents Week. We strongly suggest ensuring there are activities to engage children--including gift certificates for the drawing--as children heavily influence adult activity and family spending!



Here are some suggested ways to do this, but feel free to devise your own:

A) Your IBA can collect gift certificates from participating businesses, divvy them up and have a drawing. The drawing come from your IBA. Your IBA would collect the game cards, perhaps dropped off at participating businesses.

B) Individual stores can hold their own drawings--your IBA can collect gift certificates in whatever denomination/configuration participating stores would like to contribute, then distribute a mixed variety of certificates back to the stores in the same denomination that store submitted (in other words, a store contributes 4 certificates at \$25 each; store receives an equivalent dollar amount of a variety of certificates--they might even request a single \$100 certificate, or choose to give away one of their own certificates for the drawing). This scenario opens the door for some friendly competition among your participating businesses--you may have one store that donates a large amount, thus has a large number for the drawing—and enticement for more players to enter there. They may choose to hold one drawing for all certificates they hold, or several for smaller amounts.

You can determine your own rules. For instance, you may decide that each player only can enter once. Or you could allow as many entries as one wants. The choice is yours. Be sure to print a rules sheet to have available at each participating business, that store employees are educated on the game and know the prizes, that you provide a collection box for participating stores, and have available a list of prizes.

We've designed a game board for use that you can customize and print locally. The front cover contains our Declaration of Independents, the back cover bears an educational message about the benefits to your community of local independent businesses, and the centerfold contains a grid with 14 items to find. You can alter the items to suit your desires--perhaps include items only found in your community, or you can substitute items you might need for an Independence Day party or a day at the beach. We tried to include items that would get people thinking and also take them through the doors of a variety of independent businesses.

Variation: one community conducted a scavenger hunt for give-away items from participating businesses—items such as matchbooks, guitar picks, bookmarks, etc., then asked players to bring them to a designated turn-in location (you certainly could allow folks to keep the items); they needed a minimum number of those items to gain a chance in a big prize drawing.

In-store Promotion Ideas

- Local musicians playing in-store
- Local artists/writers to talk about, demonstrate or read from their work
- Balloons to give away
- Provide food samples from local restaurants or ice cream treats



- Provide craft activities for kids that have to do with your business--we know of a great lumber/hardware store that pre-cuts pieces to make a tool box or a bird house from scrap lumber. It's a popular draw at community events!
- Sales on locally-produced items or items from independent manufacturers
- Cooperative events between businesses--like a progressive dinner deal (diners purchase a flat-rate pass or ticket, then can get it punched at participating restaurants for an appetizer, soup/salad, entrée, dessert. Alcoholic beverages purchased separately. Restaurants split proceeds based on what type of meals were redeemed there), coupons for coffee from a local café available at a local bagel shop--and vice versa
- Locally-owned newspapers could hold an essay contest with a topic pertaining to Independents/independence. Winning essays appear in the paper. Winners get a gift certificate to a locally-owned business.
- Radio stations can hold ticket give-aways keyed on music with an "independent" theme.
- Bike shops can offer a free bike tune-up class or give away water bottles. Arrange with them to connect with your community's police department to provide a bike safety course for kids and adults alike.
- Have sidewalk chalk available for kids--or anyone who's a kid at heart--to create art on the sidewalk in front of the store.