

CELEBRATING OKLAHOMA'S SMALL BUSINESSES

WEEKEND OF LOCAL

WEEKENDOFLOCAL.COM



2021 PARTNERS & BUSINESSES CAMPAIGN GUIDE



JULY 23-25, 2021



Thank you for signing up to be a participating business or partner in the Weekend of Local! The Weekend of Local (WOL) is a new campaign encouraging customers throughout Oklahoma to go visit, shop and eat from local businesses between July 23-25. We want to celebrate small businesses like yours. Think of it as a Small Business Saturday, but unique to Oklahoma and taking place over three days.

Through marketing and advertising, we will help rally Oklahomans to show up and spend money at local businesses. Whether you want to go all out with a big in-store event or just want to offer a promotion for customers visiting your business, there is no wrong way to participate. We just want you to have fun with it!

What's the Weekend of Local?

Why a Weekend of Local?

The Weekend of Local will mark the start of brighter days for our small business community!

It would be an understatement to say 2020 was a tough year for small businesses. As local shops and restaurant owners, you've faced unprecedented challenges, continued uncertainty and overwhelming stress. Yet, you fought for your business, found new ways to serve customers and proved how resilient you are and how indispensable our small businesses are to our communities. Now that we are seeing the light at the end of the tunnel, we believe you deserve to be celebrated for all your hard work, and simply for making it to the other side. We also want to mark the beginning of brighter days where we know you will thrive again. The Weekend of Local is dedicated to celebrating you, to bring the community together and to help boost sales and foot traffic.



What's ISA?



ISA is the first and only association made specifically for independent shopkeepers in Oklahoma. As a 501(c)(6) non-profit organization, our mission is to support, educate, celebrate, and encourage the growth of local retail in Oklahoma by providing a platform for independent shopkeepers to grow, support one another, and maximize their individual contributions to our unique local culture. ISA believes that our community is stronger and our culture richer when local retail thrives.

ISA's goal is to build a community of like-minded business owners with shared experiences and be an advocate to ensure local shop owners have their voices heard and feel supported in their effort to contribute to our local economy and culture.



**SHOP
LOCAL
SHOPS**

ISAOK.ORG

HELLO@ISAOK.ORG

[@ISAOKLA](https://www.instagram.com/ISAOKLA)

Our Partners

We're so lucky to have partners throughout the state of Oklahoma helping us rally both participating businesses and customers. It takes a village and we are so thankful for this one! Below is a list of our current partners.

Oklahoma Department of Commerce

Greater OKC Chamber of Commerce

Downtown OKC Partnership

Tulsa Route 66 Main Street

Tahlequah Main Street

El Reno Main Street

Yukon 66 Main Street Association

Ardmore Main Street Authority

Sapulpa Main Street

Main Street Enid

Stockyards City Main Street

Newkirk Main Street Inc

City of Norman

Edmond Area Chamber of Commerce

Norman Chamber of Commerce

Altus Chamber of Commerce

Main Street Altus

Main Street of Perry

Downtown Edmond

Main Street Muskogee

Woodward Main Street

**IF YOU KNOW ANY ORGANIZATION, CHAMBER OF COMMERCE OR DISTRICT
NOT LISTED HERE, TELL THEM TO SIGN UP AT [ISAOK.ORG/LOCALWEEKEND](https://isaok.org/localweekend)**

Tools & Communication

Website - WeekendOfLocal.com

We made a website just for the occasion! This is where customers will be directed to find more information about the campaign, including a directory of all participating businesses so they can map out their weekend of local festivities. The website will go live July 1! Make sure to include it in all communications with customers.

Facebook Group

We created a Facebook group for participating businesses and partners. You can join by looking up "Weekend of Local Participants" in your Facebook search bar. You can use this group to share ideas or activities you'll be putting on, ask for tips or input from other businesses or just chat about anything Weekend of Local related. We'll also share resources in that group as well. Feel free to post in there as much as you'd like!

Social Media

Don't forget to follow us and tag us in your posts. You can find us at @isaokla on Instagram, Facebook and Twitter!

How to be in touch

We're here to help with whatever you need! If you have any questions or just want to reach out, don't hesitate to email us at hello@isaok.org.

MARKETING MATERIALS

GRAPHICS

We want this to be as easy as possible for you. We've made graphics for all your social media platforms which you can use and post ahead of the festivities. Click the links below to download them, including the poster!

[*Twitter Post*](#)

[*Poster*](#)

[*Instagram Stories*](#)

[*Instagram Post*](#)

[*Facebook Banner*](#)

[*Facebook Post*](#)

[*Download all
graphics*](#)

COPY

Not feeling inspired to write another social media post? We get it. Here's several examples of text you can use, copy and paste and edit as you'd like!

FOR PARTICIPATING BUSINESSES

- 1.** Mark your calendars! We're excited to participate in the Weekend of Local, a new campaign celebrating small businesses all over Oklahoma. We hope you'll join us and come (eat/shop..) local at (name of business). After a year like 2020, we all need something fun and positive to look forward to. #weekendoflocal
- 2.** Help us celebrate the Weekend of Local! Join us July 23-25 to show your support for small businesses. After the hardest year we've experienced as business owners, we're ready to celebrate the start of brighter days with you. Stop by the shop/restaurant this weekend and (insert activity or special you are offering). #weekendoflocal
- 3.** Looking for something to do this weekend? We've got you covered! People all over Oklahoma are celebrating the small businesses who make a difference in their community with the Weekend of Local. Come out and (shop/eat) with us to celebrate your favorite local shops and restaurants making it through 2020. We look forward to seeing your smiling faces!
- 4.** It's time to celebrate! After experiencing the hardest year ever as a small business owner, we're ready to look forward to brighter days. We invite you to come take part in the Weekend of Local festivities, July 23-25, and mark the occasion with us. (insert activity or special you are offering) #weekendoflocal

COPY

FOR PARTICIPATING BUSINESSES - CONT.

- 5.** Hi friends! In honor of the upcoming Weekend of Local, I wanted to introduce myself to all of you. My name is _____ and I'm the proud owner of _____ right here in (insert city name). I opened (business name) in (year opened). (talk about why you opened your business). If you've shopped/eaten with us from the beginning, we're so grateful for your support! If you've never visited us yet, we hope we'll get to meet you during the Weekend of Local!
- 6.** As small business owners, we're so grateful for our community. It's no secret that it has been a tough year and we couldn't be here without your support. You are the reason we fought to keep our business open and every single purchase you've made has helped keep our team employed and put food on our family's table. We're so grateful for you and would love the chance to celebrate the start of brighter days with you during the Weekend of Local, July 23-25! Stop by and say hi, we've missed you!
- 7.** If you love your local shops and restaurants, this weekend is the time to show it! We're participating in the first-ever Weekend of Local, a campaign calling on all Oklahomans to go out and support small businesses. Visit weekendoflocal.com to find out more!

COPY

FOR PARTNERS

- 1.** Mark your calendars! July 23-25 we are celebrating our small business community with the Weekend of Local. Our local shops and restaurants have been through the hardest year they've had to experience as business owners and we want to dedicate a full weekend of celebrating their hard work and achievements. Go show your support for the local businesses who make our community so unique. Visit weekendoflocal.com for more information. #weekendoflocal
- 2.** It's almost time for the Weekend of Local! Small businesses throughout our (city/town/district) have rallied to offer tons of festivities, deals and activities to mark the occasion. Go out, shop local and eat local this weekend. Visit weekendoflocal.com to find all the participating businesses and map out your weekend of local fun. #weekendoflocal
- 3.** Happy Weekend of Local! Spread the love today and visit your local shops and restaurants to celebrate their hard work and everything they contribute to our community. Our (city/town/district) would not be the same without them and we hope you'll come show your support. Visit weekendoflocal.com to find all the participating businesses. #weekendoflocal
- 4.** Show us what you're up to for the Weekend of Local! Tag your favorite local shops and restaurants in the comments and tell us what you love about them! #weekendoflocal
- 5.** Did you know? If you spend \$100 at a local business, \$68 stays right here in our community. If you spend the same at a national chain, only \$43 stays in the local economy. Put your money where your heart is this weekend and shop/eat local for the Weekend of Local!
#weekendoflocal

COPY

NEWSLETTER COPY #1

Friends and customers,

We're excited to invite you to celebrate the Weekend of Local with us this July 23-25. What's the Weekend of Local? It's a fun, new campaign, by Oklahomans for Oklahomans, to encourage the community to go out and show some love to small businesses.

It's no secret 2020 wasn't the easiest year to be a business owner. And we're so grateful you stood by our side so we could still be here today. We're still not completely out of the woods but we want to make up for this past year. To mark the start of brighter days for (insert business name), we're taking part in the Weekend of Local so we can spend some quality time with you, our favorite customers, and celebrate all things local.

For the occasion, (insert what you'll be doing or offering).

We hope to see your smiling faces July 23-25. Your support means the world to us and we'd love to have you stop by and support your local small business community. Every dollar you spent at a local shop or restaurant is helping shape our community and support our families and employees.

You can learn more about the campaign and find a list of participating businesses at weekendoflocal.com

See you soon for the Weekend of Local!

NEWSLETTER COPY #2

Friends and customers,

This weekend is the Weekend of Local! What's the Weekend of Local? It's a fun, new campaign, by Oklahomans for Oklahomans, to encourage the community to go out and show some love to small businesses.

We hope you'll come out and celebrate the start of brighter days for our small business community. We'd love to see your smiling faces and hope you know your support means the world to us. Every dollar you spent at a local shop or restaurant is helping shape our community and support our families and employees.

For the occasion, (insert what you'll be doing or offering).

We'd also love to see all the ways you celebrate the Weekend of Local. If you stop by the shop/restaurant, don't forget to tag us (include social media handle) and use #weekendoflocal. To make things even more fun, you and your friends can use the bingo card here (include or attach bingo card).

To find a list of participating businesses and map out your weekend of local fun, go to weekendoflocal.com

See you this weekend!

JULY 2021

S M T W T F S

					1 "Mark your calendars" post	2	3	
					8	9	10	
4					"Mark your calendars" post / share poster			
					15	16	17	
11			Send out newsletter + post on social 2 or 3 times					
					22	23	24	
18					Looking for something to do this weekend post	Post on all platforms at least once a day + stories		
					29	30	31	
25								

LET'S PLAY BINGO!

WEEKEND OF LOCAL BINGO

We made a special Weekend of Local Bingo card for the occasion! Let your customers know about it ahead of time so they can plan out their weekend to check all the boxes. You can also offer a special gift to anyone who comes into your business with a full Bingo card!

The Weekend of Local Bingo Card is available in different formats: one you can put on your website, one to be used directly in Instagram stories, one for Facebook and one you or customers can print out at home. Feel free to print some ahead of time to distribute to patrons in your shop or restaurant. We also included a sneak peek on the next page.

***Bingo Card for
Your Website***

***Bingo Card for
Instagram Stories***

***Bingo Card
for Print***

***Bingo Card
for Facebook***

WEEKEND OF LOCAL

Meet a shop dog	Get a drink from a local coffee shop	Eat a meal at a local restaurant	Chat with a shopkeeper
Tag 3 small businesses on social media	Buy a gift for a friend	Take a picture of a dreamy display	Try something new on the menu
Follow 4 new small biz on social media	Tell a shopkeeper/ waiter you appreciate them	Visit a business you've never been to	Find something to treat yourself
Eat something sweet	Post a positive review online	Buy something you didn't know you needed	Take a friend to your favorite restaurant
Find a funny greeting card	Take a selfie in front of your favorite small biz	Take a picture with a small business owner	Share this bingo card with friends

B I N G O !

@ISAOKLA
#WEEKENDOFLOCAL

Activities

There are so many ways to make the Weekend of Local fun for customers but also for you and your team. Don't feel obligated to just give customers discounts - this weekend is for them to support you, not the other way around. To make it easy, we're including some ideas of activities to host to activate your business during the campaign. Feel free to use any of these or come up with your own!

- Offer snack bags, candy bags, any kind of food for customers to enjoy while they shop or after they leave.
- Give out a gift to anyone who makes a purchase over a certain amount (or every customer if you'd like). It doesn't need to be a big gift, it can be a small product you've had lingering in the back of your shop for months, or even a branded item.
- Invite a food or drink truck to come park with you for the day.
- Invite a photographer to come do photo sessions (it can be themed too - pets, kids...).
- Have a photo booth set up in your restaurant or shop for the weekend.
- Set up some games on your patio or in your store (for kids and grown ups).
- Host a musician to come play some live music.
- Host a sidewalk sale! Easy and sure to attract anyone looking for a deal.
- Offer customers gift certificates for future visits.

Activities

- If your restaurant or shop has a rewards program, offer extra bonuses for purchases made that weekend.
- Bring a friend, get a gift!
- Donate a percentage of revenue to a charity of your choice.
- Set up a Selfie Station.
- Deck the halls for a special "Christmas in July" celebration.
- Pick a certain theme and make it fun: if a customer dresses up like the theme, they get a free gift. Or host a costume contest!
- Host a fashion show.
- Host a dog day and tell your customers to bring their pets (have treats, water and doggie bags ready for them).
- Host a class or workshop.
- Host a pop-up shop with local vendors.
- Host an art show, have some interactive art.
- Invite customers to take part in a "community window display."

Activities

- Host a book signing.
- Collaborate with nearby businesses for a giveaway (i.e., "visit all these shops for a chance to win a basket of goodies").
- Ask a company in your community to do a cash mob.
- Stay open late!
- Work with your neighbors to host a scavenger hunt in your district.
- Swag bags for the first so many customers.
- Cross promote with a nearby businesses (i.e., "come in with a receipt from (insert other business) and get a gift).
- Buy a gift card for \$100, get \$15 more free.
- Host a social media giveaway: have customers tag three friends or share a post for a chance to win a gift.

Partners - Ways to help

We're so grateful to have you as partners and couldn't do this campaign without you! Spreading the word with both businesses and customers is the most important way to help. If you're looking for more ways to get your community to go all out for the Weekend of Local, here are some suggestions:

- Encourage businesses in your area to sign up.
- Post on social media and rally customers to shop and eat local.
- Work with your City to issue a proclamation.
- Talk to your Mayor or elected officials about going out to small businesses and encourage residents to do the same.
- Send out a press release to your local newspapers and news channels.
- Distribute posters to businesses in your area.
- Do some social media posts introducing local shop and restaurant owners. You can even do a special feature every day visiting different businesses and doing a mini interview of the owners.
- Write a special blog post about all the local shops and restaurants in your community.
- Host a scavenger hunt or block party in your district.

Resources

To make it easy for everyone to spread the word, we wanted to make some resources available to you. You can copy and paste these documents, or use part of it and make it your own!

What you'll find in this section:

1/ Sample Press Release.

This is a boiler plate news release, if you'd like to customize it or make it more specific to your city/town/district, here are some ideas:

- Highlight a specific business owner with a special story to tell
- Focus on your community by listing all specific activities shops and restaurants are offering

2/ Proclamation Template

Often times, communities and cities issue proclamations for important days, such as Small Business Saturday. We encourage you to work with your city for them to recognize the Weekend of Local through a Proclamation. To make it easy, you can just submit the one included here.

3/ A pre-written recruiting email

If you'd like more small businesses in your community to sign up, we've included a pre-written email you can send to them. Feel free to edit to make it your own and fit your your voice.

Proclamation Template

WHEREAS, the City of (insert city name) celebrates its local small businesses and the contribution they make to our local economy and community; and

WHEREAS, The City of (insert city name) recognizes its local businesses for creating jobs, boosting our local economy and making our community a better place to shop, eat and play; and

WHEREAS, throughout the years, independent retailers and restaurants have played a key role in the revitalization of our neighborhoods and significantly contributed to our city's economic growth, adding value and character to our community, even when faced with hardships; and

WHEREAS, small businesses in (insert city name) have faced unprecedented challenges in 2020 and early 2021, making important sacrifices to keep our community safe while consistently innovating to continue serving our residents; and

WHEREAS, the COVID-19 pandemic and economic crisis have affected small businesses the most, with many still struggling and left with months of lost profit to make up for; and

WHEREAS, small businesses in (insert city name) need our community's support more than ever to ensure they can continue to be a part of our business community in the years to come; and

WHEREAS, advocacy groups in our community, as well as public and private organizations throughout Oklahoma, have endorsed July 23-25 as the Weekend of Local.

NOW, THEREFORE, I, _____, Mayor of the _____, hereby proclaim July 23-25, 23, 2021, as

WEEKEND OF LOCAL

in (insert city name) and urge the residents of our community to shop local, eat local and support our small businesses and merchants this weekend and throughout the year.

Sample Press Release

FOR IMMEDIATE RELEASE

CONTACT:(Name, Title, Phone, Email)

MORE INFO: www.WeekendOfLocal.Com

Weekend of Local Campaign Calls on Oklahomans to Support Small Businesses

The Independent Shopkeepers Association (ISA) and partners across the state of Oklahoma are asking Oklahomans to go out and support local businesses in their communities through a new campaign, the Weekend of Local. The Weekend of Local, set for July 23-25, is calling on customers to shop and eat local all weekend long as a way to celebrate small businesses in their cities and help alleviate the hardships they experienced through the pandemic.

The campaign, organized by ISA in partnership with (include your organization's name), has rallied advocates throughout the state, from the Oklahoma Main Street Center to Chambers of Commerce and Main Street organizations. The Weekend of Local will be a celebration of the vital role local shops and restaurants play in making Oklahoma a better place to shop, eat and play. ISA created the initiative as a way to mark the start of brighter days for local shops and restaurants who have struggled to keep their doors open through the crisis.

"It's no secret our small business community has been hit hard this past year." said Cléo Rajon, Executive Director of ISA. "Yet they've shown their resilience and worked hard to keep their doors open. We wanted to dedicate a weekend for everyone in our state to go out and show our local businesses how much they are appreciated and valued. We hope everyone joins in as we celebrate our small businesses and show them the support they deserve."

Hundreds of small businesses are signed up to participate in the festivities and will offer special incentives, from in-store events and activities, to sidewalk sales, giveaways and more. Customers are encouraged to tag #weekendoflocal on social media and share their weekend of local adventures online. A directory of participating businesses, along with a map and list of offerings, is available at weekendoflocal.com.

Recruiting Email

Friends,

We have a new exciting campaign to tell you about! After the hardest year you have had to experience as small business owners, we want to dedicate a weekend to celebrate you, our local shops and restaurants, the contribution you make to our communities, your accomplishments and the vital role you play in making Oklahoma so unique.

The Weekend of Local is a campaign encouraging customers to come back into your shops and restaurants and show you the love and support you deserve. We will be calling out on all Oklahomans to go visit local businesses in their community all weekend long, July 23-25.

Think of it as a Small Business Saturday, except this is a three-day campaign organized by Oklahomans for Oklahoma businesses to boost foot traffic and sales at a much needed time. It's part "let's celebrate our businesses surviving this horrendous year" and part "let's makeup for all those lost sales" with a sprinkle of "July is a low foot traffic month, let's give it a boost."

We know this past year has been exhausting and draining in so many ways for business owners. We just want you to take part in the fun and make it as easy as possible. Whether you just want to promote it online or go all out and have a huge Christmas in July celebration, there is no wrong way to participate. We also hope that the Weekend of Local will not only boost your sales and foot traffic, but give you something positive and fun to look forward to. You deserve to be celebrated and the Weekend of Local will do just that!

More than 150 local businesses have already signed up to participate throughout Oklahoma, from Altus, Woodward and Enid, to Tulsa, El Reno and Norman. We'd love for our district to be represented strongly too!

By signing up to take part in the Weekend of Local festivities, you will:

- Be listed on the Weekend of Local directory shared with customers.
- Receive a clear and detailed guide including all promotional and marketing material.
- Ideas on how to attract customers to your business, social media templates and more.
- Receive an invitation to join a private Facebook group for participating businesses to share ideas and tips on the activities they will host.

Signing up to be a participating business in the Weekend of Local campaign is free. Simply fill out the form available at isaok.org/localweekend.

Social media

in



WEEKEND
OF LOCAL