



Employee Talking Points

1. What is the program all about?

Think Local First is a campaign to celebrate and support the local businesses and people who make our community unique, happy, and strong.

2. Why is your business doing this?

Because we care about the community and local businesses keep my town unique.

3. What's the purpose?

Strong local businesses create resilient local economies. Local First seeks to help locally-owned independent businesses thrive, even when economic times are tough.

4. What qualifies as local?

In this case, “local” is less about a point on a map, and more about what makes our community unique and strong. So a local business is one that is owned and run by people who live in the area and can make their own business decisions without the support or approval of corporate headquarters.

5. Do you have locally made products?

Yes, [show the customer where and what] OR No, but we hope through this program more entrepreneurs, food producers, and artists can make more local items knowing the community will support them.

6. Why is it important to shop local?

Shopping local supports the businesses that support our community. Shopping local creates more resilient, diverse local economies. Local businesses support each other, so your dollar goes further in creating jobs and maintaining a sense of community. A dollar spent in a local business is recirculated at least 2-4 times more than a dollar spent at a chain store or franchise—this creates more sales tax revenue and even more support for local businesses.

7. Why do local things have to be so expensive?

In reality most local businesses are price competitive. However, local businesses are not getting the support of a corporate headquarters, national branding, or a franchise, so they don't have the buying power to create discounts on loss leaders to get you in the store. The money you do spend in a local business comes back in other value to you and the community— saving gas and travel time, keeping your money in town through local taxes and because local businesses tend to give more to the local community.



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8. What do you do for the community?

[Tell the customer about special things you do: events, volunteering, donating to school and community groups, recycling, buying local items, maintaining good jobs, etc.]

9. My Aunt Sue owns a McDonald's—she is local, does that count OR Safeway employs locals—shouldn't they count?

Local First isn't against chain stores or franchises. Local First is pro-local business. Chain stores and franchises already get assistance with purchasing, advertising, marketing, etc. We are simply trying to give local businesses some of the same advantages. We also want to try to keep some of the higher paying jobs in town that would otherwise go outside the community. Local First is helping locally-owned independent businesses become better competitors and increase their market share so that we can strengthen our local economy from the ground up.

10. It's unfeasible to expect people to just change their ways—local items are expensive and the hours are inconvenient.

That's why the slogan is Local *First*, not Local Only. In this global economy, no one can buy everything local. Local First educates people on the wide-ranging benefits of local business, and encourages local buying when it does make sense. Small changes make a big difference.

11. I'm from San Francisco, shouldn't I support local business there?

Of course you should! This campaign isn't about a point on a map. It's about creating local, living economies everywhere. When you're here, we ask you to support our local businesses, and when we are in other places, we want to support the local businesses in that place.