

# TIP SHEET

10 easy tips to make the  
Sierra Nevada Think Local  
First Program a success!



1. Post the window decal and poster in prominent locations. Download the 11x17 version of the poster from [www.sbcouncil.org/localfirstlogin](http://www.sbcouncil.org/localfirstlogin) and use it in locations around your business. **ID:** sierralocalfirst and **Password:** ilovelocal
2. Be sure every customer receives a **“Thank you” card** made from the template included in this kit.
3. Reprint “Thank you” card from select local printers. Templates are available at [www.sbcouncil.org/localfirstlogin](http://www.sbcouncil.org/localfirstlogin) and can be shared with other local businesses.
4. Add your logo or signature to the bottom of the **“Thank you”** cards, and/or add your business story to the backs. Make copies and distribute them widely as:
  - a. An insert with purchases
  - b. A reminder stapled to receipts
  - c. A gift card
  - d. An insert to your holiday cards and thank you notes to customers
5. Use the logo in your own advertising. A high quality print version of the program logo is included on CD for your use. The more your customers see this logo, they will understand the value of the message. Please see the enclosed form for rules on the use of the program logo.
6. Show off local products you carry in your store or serve on your menu. Build a display of local products or create a menu insert identifying local products. Invite local producers of something you sell to do an in-store demonstration.
7. Add the logo to your receipts, e-mails, websites, reader boards, and more!
8. Write letters to newspaper opinion pages, an article for your newsletter, or for the newsletters of non-profit organizations or houses of worship where you are involved. Use the “Top 10 Reasons to support local businesses” key points included in this packet.
9. Use the logo when sending your customers a holiday card.
10. Work with a local printer to reprint **bumper stickers featuring the Think Local First logo** for re-sale to your customers. Templates are available at [www.sbcouncil.org/localfirstlogin](http://www.sbcouncil.org/localfirstlogin) and can be shared with other local businesses.