

Spreading the Word About Buy Nearby

Constituent Newsletters

Looking for an important, feel-good item to put in your next newsletter? How about an article on Buy Nearby? Below are three templates for your use. The first template can be used prior to October 3, 2015, to promote Get Caught Blue-Handed Day. The second and third templates can be used all year-round.

- #1** With Saturday, October 3, quickly approaching, make sure you're ready to go shopping in Michigan on Buy Nearby's "Get Caught Blue-Handed Day."

Get Caught Blue-Handed Day is the annual day of celebration for those who support Michigan businesses and communities. Have fun shopping with family and friends, enjoy special sales and other promotions, and post photos of yourself or your party "getting caught" buying nearby. Simply Buy Nearby where you live, work, vacation or visit in Michigan.

You could even win a cash prize if your photo is chosen in a drawing held by Michigan Retailers Association. Post your photos on social media with #ibuynearby for a chance to win. Be sure to spread the word about getting caught blue-handed, as well as promoting Buy Nearby all year-round. Additional information is available at www.BuyNearbyMI.com, www.facebook.com/BuyNearbyMI and www.twitter.com/BuyNearbyMI.
- #2** It matters a great deal where you spend your hard-earned dollars. According to the Michigan Retailers Association's "Buy Nearby" campaign, about half of every dollar spent in a Michigan store or website goes back to work in the local and Michigan economies.

In fact, a recent study found that if Michigan consumers always chose to Buy Nearby and support retail businesses in Michigan, it would add more than \$9 billion and nearly 75,000 new jobs to our economy. Even buying in Michigan half of the time instead of sending your dollars to "remote sellers" outside the state would create 37,500 jobs and add \$4.5 billion to our economy. Please Buy Nearby all year-round and encourage your friends and family to do the same. Additional information is available at www.BuyNearbyMI.com, www.facebook.com/BuyNearbyMI and www.twitter.com/BuyNearbyMI.
- #3** Now in its third year, Michigan's Buy Nearby campaign continues to make great progress. Buy Nearby is an ongoing, year-round, feel-good campaign intended to create excitement about the great shopping we have here in Michigan and the important advantages of supporting retailers and local communities in our state.

According to the Michigan Retailers Association, which created the Buy Nearby program, about half of every dollar spent in a Michigan store or website goes back to work in the local and Michigan economies. Those dollars keep recirculating and keep Michigan workers employed.

You can support the Buy Nearby campaign by buying from retail businesses in Michigan. You can also share your great experiences on social media when you use the hashtag #ibuynearby. Additional information is available at www.BuyNearbyMI.com, www.facebook.com/BuyNearbyMI and www.twitter.com/BuyNearbyMI.

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Social Media

Buy Nearby is always a great Michigan topic for your posts and tweets. Also, we will do our best to let you know when Buy Nearby-related events are happening in your district. You and your constituents can "stay in the know" on everything Buy Nearby by following/liking our pages to share content.



example post



sample words for post

Make sure to support *(insert local area or community)* and Buy Nearby! About half of every dollar spent in a Michigan store or website goes back into the local and Michigan economies. I buy Nearby, do you?

TAGS

@buynearbymi
#ibuynearby
#buynearbymi



example post



sample words for post

There are great ways to @BuyNearbyMI in *(insert your area)* at *(insert local business)*. Check out the campaign to learn more.

tags

#ibuynearby
#buynearbymi



example post



sample words for post

There are great ways to @mibuynearby in *(insert your area)*. Check out the campaign at BuyNearbyMI.com to learn more.

tags

#ibuynearby
#mibuynearby