

Sample Social Posts

Copy and paste any of these posts to your socials or website to help spread the word!



- Looking for an extra incentive to support local small businesses? From Nov. 28-30, take the Shop 3 Challenge by visiting three Michigan retailers and getting a stamp for proof of visit. One lucky shopper will win a \$500 gift card!

This annual challenge is hosted by Michigan Retailers Association encouraging shoppers to support the local shops that make your community beautiful places to live, eat, and play!

Download your Shop 3 Challenge punch card and enter to win at: retailers.com/shop3challenge2025

- We're excited to participate in the Shop 3 Challenge this year!

From Nov. 28-30, stop by our store, get your punch card stamped, and you could win a \$500 gift card just for shopping local.

It's a great excuse to explore nearby shops and support Michigan retailers like us.

Download your punch card at: retailers.com/shop3challenge2025

- Hey shoppers! Want to win a \$500 gift card for supporting small businesses this holiday season?

Join the Shop 3 Challenge Nov. 28-30—visit three Michigan retailers (including us!), collect your stamps, and submit your card.

It's a fun way to support small businesses and check a few gifts off your list!

Get your punch card here: retailers.com/shop3challenge2025

- We love being part of Michigan's amazing retail community—and we're participating in the Shop 3 Challenge!

Shop with us between Nov. 28-30, get your card stamped, and visit two other local shops for your chance to win a \$500 gift card.

Let's make this holiday season a win for local stores and shoppers!

Download a punch card and enter to win: retailers.com/shop3challenge2025



Dec. 1, 2025

- Cyber Monday is cancelled, we're celebrating Michigan Monday instead!

Support Michigan business, even while shopping online! Check out our site and find the perfect gifts for family, friends, and neighbors.

Together, we can make a stronger downtown. Happy Michigan Monday!

- We're skipping Cyber Monday and celebrating Michigan Monday instead!

When you shop with Michigan businesses—online or in-store—you're helping families like ours thrive.

Check out our site to find the perfect local gifts for everyone on your list.

Let's keep Michigan strong together—happy Michigan Monday!

- As a Michigan business, we're proud to say: it's Michigan Monday, not Cyber Monday!

Every purchase you make from local shops keeps your dollars right here in our state—creating jobs, paying workers, and supporting downtowns.

Shop local, even online, and make this Michigan Monday matter!

- We love our community—that's why we're celebrating Michigan Monday!

Instead of sending your dollars out of state, shop with local businesses like ours. You can even order online and still keep it Michigan-made. Let's make this Monday a win for all of us!

Statistics

- If Michiganders switched just one in 10 of their out-of-state purchases to a Michigan-based store, we could see an increase of 11,911 new jobs! Just one more reason to keep your money in Michigan.
- Did you know: If Michiganders switched just one in 10 of their out-of-state purchases to a Michigan-based store, we would see an almost \$557 million boost in labor income in Michigan!
- Why keep your money in Michigan?
If Michiganders switched just one in 10 of their out-of-state purchases to a Michigan-based store, we would see \$1.1 billion added to the state's economy!
- If Michiganders switched just one in 10 of their out-of-state purchases to a Michigan-based store, we would see a \$1.9 billion contribution in gross economic output!
- If Michiganders redirected just 10% of their out-of-state e-commerce purchases to a MI-based store, Michigan would gain 11,911 jobs, a \$557 million boost in labor income, \$1.1 billion in value-added to the state's economy, and a \$1.9 billion contribution in gross economic output.

Legislators

- As we approach the Thanksgiving weekend and Small Business Saturday, let's remember the power of our local purchases. If Michiganders redirected just 10% of their out-of-state e-commerce, our state would gain:
 - 11,911 jobs
 - A \$557 million boost in labor income
 - \$1.1 billion in value-added to Michigan's economy
 - A \$1.9 billion contribution in gross economic output

Shopping locally strengthens our communities, fuels our economy, and supports local businesses that make Michigan unique. Join me in keeping our dollars in-state during the holiday season—and every day!

For more information, visit BuyNearbyMI.com.

- Looking for a reason to shop local? Here's one: Michigan Retailers Association's Shop 3 Challenge during Thanksgiving Weekend! I'm excited to support our Michigan businesses and keep our hard-earned money in Michigan. Join me in this celebration of all things local!
- This weekend, let's shop with purpose! Join me in celebrating Small Business Saturday, and support our beloved MI-based stores. Together, we can strengthen our local communities one purchase at a time.