



SHOP LOCAL

Shop Local 2020

Our local businesses need our support now more than ever. As we enter the last two months of the year, our focus begins to shift to holiday shopping. In an effort to support our Chamber Member retailers this holiday season, the Harrisonburg-Rockingham Chamber of Commerce is revamping our “Shop Local” initiative that will **kick-off Friday, November 27 and conclude Monday, December 21.** The goal of the program is to generate consumer spending for 2020 Holiday season while also creating new year-round consumers that are encouraged to shop with local Chamber members first.

What is the Shop Local 2020 Plan?

Consumers are encouraged to shop locally with participating Chamber Members both in store and online. From Friday, November 27 to Monday, December 21, any consumer who spends at least \$25 at a participating Chamber Member location will be given the chance to win prizes. To enter the consumers’ needs to post a photo with their receipt to social media with #HRShoplocal, submit via our QR code or email it to membership@hrchamber.org. Each submission will enter their name into the drawing. There is no limit on the amount of times an individual can enter, but they can only enter one time per transaction. So, the more times they shop at your business, the better their chances of winning!

How do you participate?

As a Chamber Member retailer, all you must do is let us know you want in! The chamber staff will email you a flyer to post at your register and on your website. We do ask that each participating business donate either items or a gift certificate valued at a \$25. Prizes are to be dropped off at HR Chamber (800 Country Club Road, Harrisonburg) by Monday, November 30th. Prizes will be given away between Monday, December 21 and Wednesday, December 23.

How will the public know about this promotion?

- Chamber website, Facebook page
- Coverage in weekly Chamber E-Blasts
- Press Release sent to local news media in November listing all participating members
- All participating members will receive an electronic version of the Shop Local logo which can be used in advertising on your own website or Facebook page
- Front page announcement of Shop Local in the November edition of *The Advocate*

Please respond to this email and let us know by Wednesday, November 18 if you would like to be a participating business in this year’s Shop Local Initiative.

***NEW* for Shop Local 2020**

The Chamber is encouraging the Harrisonburg & Rockingham Community to take our Shop Local Pledge:

This holiday season, I pledge to whenever possible, to shop local · eat local · play local · donate local · enjoy local. I want to support local businesses that support me and the Harrisonburg-Rockingham community.

The Chamber encourages everyone to post the attached graphic on social media, website, email signature and anywhere to show their commitment to keeping holiday shopping local.

Wishing you a successful holiday shopping season!

Your Chamber Team