

WHY GOING LOCAL WORKS

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Signature Programs

- Low cost marketing
- Extends understanding of Exchanges to business and non-profit communities
- Builds membership and transactions (ways members can earn and spend Time)
- Program funding can pay part, or all of the administrative costs
- Examples: Senior care, hospital transportation, housing, weatherization, farmer's market

Signature Events (fundraising)

- Gives you a happy face in the “neighborhood”
- Member engagement and recruitment opportunity (fun, community connections)
- Build predictable income stream
- Examples: Concert, Auction, Theater Night, Time Store; Health Spa; Community Meal

Local Partners

- Provides legitimacy in community's eyes
- Bigger organizational partner may absorb overhead of the exchange (possibly coordinator too)
- Gives the partner a new, deeper way for service delivery (co-production)
- Demonstrates value of community currency as relevant to ALL

Local Funders

- Build relations with local funders who care about the program
- Often more stability and longer commitments
- Cost effective; investment is seen and felt locally
- Like to know who they are supporting
- Easy for sight visits; can showcase your service menu to other donors

Utilizing these 4 strategies diversifies the revenue stream while building public visibility and member engagement.

(Created for Buy Local Strategy Meeting)