

More Ways to Spread the “Go Local” Message in Your Community

- Set up an information booth at your local farmers market, high school football game or annual town event to provide information about what your community bank offers customers and why it’s different from megabanks and credit unions. Explain the benefits of banking locally to residents who might be ready for a more personal banking relationship.
- Set up an information booth or offer to do an information session for students at your local community college. Explain the benefits of banking locally to students and staff, while stressing the importance of budgeting and overall financial literacy.
- Offer to do an information session about college planning at local schools and daycare facilities. Explain the benefits of banking locally to parents while encouraging them to start or continue saving for their child’s future. You can even get the kids involved!
- Offer to do an information session for local entrepreneurs who are interested in starting a small business. Outline how the application process works and how community banks like yours have the local expertise to help them get started.
- Sponsor a “Go Local” day at local schools, places of worship, the local library or recreation center. Encourage everyone to make a commitment to “Go Local” by utilizing resources in the community (such as your community bank and area small businesses) rather than going to nationwide financial centers and mega-retailers.
- Coordinate a “Taste of [City/Town Name].” Invite your local restaurant, specialty food and bakery small business customers to offer samples in your lobby to show your “Go Local” spirit and help introduce their offerings to local residents and customers.
- Set up a place in your lobby to highlight local merchants for customers who are supporting the “Go Local” initiative. That way, while customers are in the lobby they can see just how much they can do to help support the local community.
- Host a “Go Local” open house at your community bank. Invite customers, locals, key stakeholders and media to the event. Use the open house as a forum for new or potential customers to meet your staff and your long-time customers. Provide brief remarks about how your community bank is encouraging the “Go Local” movement and how your bank is different from megabanks and credit unions. You can even have a customer talk about their experience and why they value your community bank’s offerings.
- Use “Go Local” as a way to open a conversation with new small businesses in town. By doing so, you can help differentiate your community bank from other financial institutions in your area.
- Work with the local Chamber of Commerce to host “Go Local” mixers to help connect small business owners with local providers to reward customers who shop locally.

- Create “Go Local” window decals to put on local businesses the community bank does business with. This helps customers know they are supporting a local entrepreneur.
- Profile your small business customers in your local advertising. Demonstrate that you are making a real difference in the community by supporting local small businesses.