



Greetings!

We know these past six months have been like nothing you ever imagined and have made a lasting impact on your business and all the people who support it. While it's easy to focus on what we've missed out on this year, we at the Chamber have been working hard to move beyond the loss to find opportunity. In addition to organizing several community holiday events, we really want to focus on something that will boost business and community spirit. This is why we're launching a call to action for our community to support our local, independent businesses called "Falalala Local" this holiday season.

The "Falalala Local" initiative will be promoted from November 2nd through December 11th. All participating businesses will be promoted in Chamber advertisements and social media and have the opportunity to be featured in curated gift guides. Each business will also be asked to have a Deal of the Day (example: 50% off one item or 30% off the entire purchase). Each participating business will be assigned a day of the month as their Deal Day to be highlighted and featured in our **SHOP LOCAL FITZGERALD Facebook Group** and our Chamber of Commerce Facebook Page. Your Deal of the Day does not have to be unlimited; it can be limited to the first specified customers!

We will provide signage for your storefront as well as social media banners, #hashtags, and social media verbiage to use throughout the promotion. During the campaign, we encourage all participants to promote pop-up sales, virtual shopping events, in-store promotions, and drawings!

Participation in this initiative is a benefit of Chamber membership! You will also have the opportunity to become a sponsor of the "Falalala Local" campaign to receive additional promotion and benefits. Our goal is to help fill some of the void for our retailers and restaurant/service providers while inspiring goodwill and confidence in the vitality of our local economy! Sign-up now for your business to participate, or let us know if you're interested in joining us as a sponsor of this important community initiative.

We look forward to working with you to make this holiday season a terrific success.

Taking care of business,

Melissa Dark

Executive Director
Fitzgerald-Ben Hill Chamber of Commerce