

## Shop 100% Local Pledge FAQ

### What is the 100% Local Pledge?

The 100% Local Pledge is:

*SHOP Local. STAND with Small Businesses. SUPPORT Neighborhood Employers.  
Together, We Will Recover.*

The Take the 100% Local Pledge initiative was launched in March 2020 by Inside Sacramento Publisher Cecily Hastings to provide a way for Greater Sacramento-area residents to identify and support local businesses impacted by the COVID-19 pandemic. Sacramento Mayor [Darrell Steinberg](#) and Sacramento Vice-Mayor and Councilmember (District 3) [Jeff Harris](#) have joined the effort as co-chairs. [SAFE Credit Union](#), a local business serving individuals and businesses in the region for 80 years, pledged support as the first corporate partner.

### What does it mean to shop local?

For our region to recover from the economic devastation of the COVID-19 pandemic, we all must work together to support the businesses who provide jobs and contribute resources into our community. This campaign encourages retailers to proudly display a Shop 100% Local sign to remind us of the importance of spending our dollars at regional stores, restaurants, and retailers, including national companies with outlets here in the Greater Sacramento region. This shows our support for local business owners as well as those who employ our friends, family members, and neighbors. The campaign raises awareness and provides an opportunity for each of us to use our dollars to support people – our neighbors – who work and live in the Greater Sacramento region.

### How do I participate?

If you're a Greater Sacramento-area business or resident, [take the pledge](#) and shop local for all your needs. Spread the word on social media by taking a photo with the sign and using the hashtags #pledge100%local and #pledgelocal. Don't forget a hashtag for your city/neighborhood and business. Connect with retailers and restaurants offering delivery, no-contact or curbside pickup options. Shop at local grocers. Patronize local restaurants by ordering delivery or curbside pickup. Purchase Pledge Local signs for your favorite businesses to post or share the campaign information with them.

If you're a business, business association/district or business club, we offer various levels for participation. Rates cover the signage printing costs (at a local business):

#### **Partner: \$3,000**

200 two-sided color yard signs with your logo  
Listing in Inside Sacramento print advertising, website, and e-newsletters

#### **Corporate Supporter: \$1,500**

100 two-sided color yard signs with corporate logo  
Listing in Inside Sacramento print advertising and website

#### **Large District Supporter: \$750**

50 two-sided color yard signs  
Listing in Inside Sacramento print advertising and website

### **Small District Supporter: \$500**

25 two-sided color yard signs

Listing in Inside Sacramento print advertising and website

### **Individual Business Supporter \$20/\$25**

Purchase a sign for \$20 cash/check or \$25 credit/debit cards at select retail locations. Businesses can purchase as well as loyal customers who want to provide one to their favorite business.

To participate in any of the business levels listed above, please contact Cecily Hastings at [Cecily@insidepublications.com](mailto:Cecily@insidepublications.com) or 916-203-8528

### **What other ways can I help?**

- Shop 100% local!
- Share pictures of you and 100% Local Pledge signs you see around town on social media  
Use the hashtags #pledge100%local and #pledgelocal and for your city, business  
Sample social posts are available to make sharing even easier
- Donate advertising space to help get the word out
- Comment, share, tag as a show of support for local businesses on social media
- Use the sample press release to share your support for the initiative

### **How will this initiative help my business?**

All local businesses will benefit from this campaign because it aims to lift consideration of all local businesses across the board. By posting a sign at your business you're showing your commitment to our community thriving. Supporting the initiative with a financial commitment positions you as a leader in helping to ensure our local economy remains healthy. **The initiative is also a reminder to local residents how very important it is to support local businesses to help our regional economy recover.**

### **Who's behind the initiative?**

Cecily Hastings launched the initiative and has since welcomed Sacramento Mayor Darrell Steinberg and Vice-Mayor, Councilmember (District 3) Jeff Harris to co-chair the effort. SAFE Credit Union was the first corporate partner to support the initiative with contributions including funding and marketing support.

### **Are there other incentives?**

SAFE Credit Union Cash Rewards cardholders receive 5% cash back on all purchases at grocery, restaurants and food delivery throughout May and June. Ongoing quarterly rewards let you choose your 5% cash back category. Visit [www.safecu.org/we-reward-you](http://www.safecu.org/we-reward-you) to learn more.

### **Where can I get more information?**

Visit <https://insidesacramento.com/100-local-pledge/> to learn more about this initiative and get access to campaign resources as they come available. Follow Inside Publications on social media for the latest updates, photos and more:

- <https://facebook.com/insidepublications/>
- <https://twitter.com/InsidePubs916>
- <https://www.instagram.com/insidepublications/>
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