

PRINTABLE MATERIALS TO GET BUSINESSES INVOLVED



Proudly Backed by



This folder contains materials to help local shops and online businesses participate in your event. Reach out to the sellers you want to include, explain how the event works, and provide them with the resources they need to participate. Check out the Shop Small® Map to find businesses near you and encourage them to participate.

To include local online small businesses in your event, we recommend contacting them through their websites and email. If they have a social media presence, you can try connecting with them on Facebook or Instagram. You should also encourage these business owners to think about how they would like to thank shoppers for their support on the day.

“HOW-TO” SHEET

Email or print out copies of this page to distribute to the business owners you want to involve. It gives a brief description of the Shop Small® Pop-Up Market and instructs them on how to prepare for the event.

POSTERS

Print out your posters, fill in the location of your Shop Small Pop-Up Market and post them around town in permitted areas. Share them with participating business owners and ask them to display the poster, too. These posters will promote the event and get the neighborhood excited about visiting your Pop-Up Market. You can use a general event poster or a poster that includes a list of the participating businesses.

CUSTOMER INVITES

Work with local stores and online businesses to promote the Shop Small® Movement by encouraging them to slip in handwritten invites to the Pop-Up Market when bagging, packing, or shipping customer purchases leading up to the big day. This gives these businesses an opportunity to personally connect with their customers while sharing all the relevant details about the event.