

Hosting a Pledge Drive

Fundamentals

- The purpose of a pledge drive is to encourage people to commit to buying locally and speaking positively about the state.
- Please email in advance to let us know that you would like to host a drive, so that we may support you. While we cannot guarantee it, if you are interested in having press cover your event, please let us know that as well in your email: info@BuyMichiganNow.com
- When asked to commit to buying locally, sometimes people will say they already do that, or give other reasons for not adding their names. It is often helpful to point out that we would appreciate them adding their names as a demonstration to Michigan businesses that we are serious about supporting them with our dollars if they are serious about keeping and creating jobs here.
- For other Frequently Asked Questions about the pledge, follow this link: <http://www.buymichigannow.com/pledge.php>
- Pledge drives may be done in-person or online.
- Anyone who is old enough to spend money and understand what the pledge means, is old enough to add their name.
- If holding an in-person pledge drive, always get permission from the owners or managers of the site where the drive is to be held.
- Note that Buy Michigan Now is a grassroots campaign run by volunteers, and sponsored by Michigan-based businesses. There is absolutely NO political affiliation, nor government funding associated with the campaign.
- No money is ever part of a pledge drive.

Email Pledge Drive

- Use email to introduce friends, family, colleagues, etc. to the pledge.
- Only send mass emails to people you personally know.
- Use BCC: (blind copy) for email addresses on mass emails and put your own email address in the TO: line so as to protect the privacy of your recipients.
- Keep email message brief. Describe why you believe in the pledge and are inviting others to join you. Explain that their name, zip code, city, and state are all of the information that is required (no mailing address). No email address is requested unless they choose to receive additional information.
- Include the pledge itself: *I hereby pledge to play an active role in building a strong, vibrant, and diverse Michigan economy. I will be a part of the solution by speaking positively about the state, learning about our products and services, and making a concerted effort to buy from Michigan businesses. I will Think Michigan First!*
- Include a direct link to the pledge form: http://www.buymichigannow.com/pledge.php?action=take_the_pledge

- Thank recipients for their consideration and invite them to forward the message on, if they so choose.

Social Media Drive

- Use Facebook, Twitter, LinkedIn, Google+, Peplemovers, Plaxo, etc. to introduce people to the pledge.
- State the pledge, when possible: *I hereby pledge to play an active role in building a strong, vibrant, and diverse Michigan economy. I will be a part of the solution by speaking positively about the state, learning about our products and services, and making a concerted effort to buy from Michigan businesses. I will Think Michigan First!*
- Ask people to click the link and add their names if they agree.
- Post a direct link to the pledge form:
http://www.buymichigannow.com/pledge.php?action=take_the_pledge
- Invite connections to share the link on their own page

In-Person Drive

- If holding an in-person pledge drive, always get permission from the owners or managers of the site where the drive is to be held.
- Pledge drives have been done on campuses, in high school cafeterias, church halls, at events, anywhere many people are gathered, as long as you have access and appropriate permission
- Make posters or print copies of the pledge so people know what it's about.
- Display Michigan-made products to attract attention
- Have fun and be creative. Consider creating Michigan trivia games, displaying pictures of the state, giving away prizes (local businesses may donate), posting statistics (e.g. If every Michigan household shifted just ten dollars of their weekly spending to Michigan-based businesses, collectively we would put approximately \$37 million dollars per week into Michigan's economy!), etc.
- Use blank pledge sheets to capture name and zip code. (In most cases when the zip code is entered on the site, the city and state will populate automatically).
- Clearly communicate that adding an email address is OPTIONAL and WILL result in being added to the Buy Michigan Now email list. However, they may opt out at any time.
- Be sure people PRINT their names rather than signing. Someone will need to be able to read each name in order to input the data online.
- If possible, use your team to input the names collected into the pledge form.
- To do so, go to
http://www.buymichigannow.com/pledge.php?action=take_the_pledge
- Enter the first name, last name, and zip code. In most cases, if you hit tab after the zip code, the city and state fields will populate automatically. If they do and there is no email address to add, hit enter and the pledge will be submitted.
- If the city and state do not populate automatically, simply type the information into those blank fields. If you need to look the information up, this link will take you to a zip code locator: http://zip4.usps.com/zip4/citytown_zip.jsp. Be

accurate to the best of your ability. Note that zip codes are only requested so that we may gauge how well our message is getting out in various areas of the state.

- If a pledge-taker has added their email address, carefully type the information into the two fields for email address. There are two fields purposefully because it is easy to make a mistake with email addresses, so please do not copy and paste from one field to the other. Type each individually. If you receive an error message that indicates that they do not match, recheck the information on the pledge sheet, make the correction in the appropriate field, and hit CONTINUE again, when the form is complete.
- If a pledge-taker includes their email address, check the box that says “Please add my email address to your mailing list for future updates” before hitting CONTINUE at the bottom of the page.
- If you are unable to read a name, or other information, submit your best guess.
- If your team is absolutely unable to do the data entry yourselves, please send an email to Info@BuyMichiganNow.com. Put “Pledge drive” in the subject line. Let us know how many pledges you collected, so that we may prepare, and mail the pledge sheets to us for data entry.
- After the event is over, regardless of whether or not you submitted all the pledges yourselves (and if you do...THANK YOU!!!), please send any completed or partially completed pledge forms to:

The Catalyst Company
P.O. Box 511135
Livonia, MI 48151

If you have any other questions, please email us and ask: info@BuyMichiganNow.com

A blank pledge sheet may be found on the next page for use at in-person pledge drives.

