

MEMBER INFORMATION



WHO WE ARE

Local First is an economic development organization that is dedicated to promoting local businesses in West Michigan. We represent hundreds of businesses and are the largest organization supporting and advocating for locally owned, privately held businesses in the Midwest.



WE VALUE

- Local, independent ownership
- Human-scale relationships
- Equitable and inclusive practices
- Entrepreneurship
- Creativity
- Social and monetary capital
- Natural environment and resources
- Joyful experiences

WHAT LOCAL MEANS

- Headquartered in West Michigan
- Locally owned and operated
- Privately held
- Not a franchise

OUR MISSION

We lead the development in an economy grounded in local ownership that meets the basic needs of all people, builds local wealth and social capital, functions in harmony with our ecosystem, and encourages joyful community.

WE DO THIS BY...

- Fostering relationships between local businesses
- Educating the public about the benefits of supporting local businesses
- Providing a platform for businesses to share their brands, products, services, discounts, and events
- Collaborating with state and local values-aligned, mission-driven organizations





LOCAL FIRST. PEOPLE FIRST.

For a more resilient economy.

FREE MEMBER BENEFITS

- Listing in Local First's online directory
- Access to the Member Hub to share events, discounts, updates, and features
- Promotion on Local First social media
- Member-to-member interaction on the Members of Local First Facebook Group
- Use of the Proud Member logo and window cling
- Joining a robust network of business leaders
- Alignment with a well-known and respected nonprofit

ADDITIONAL OPPORTUNITIES

Sponsor Local First Campaigns

- Put your brand in front of our Localist audience

Digital Underwriting

- Attract new business through the Local First homepage, member directory, and email newsletters

GET THE MOST OUT OF YOUR LOCAL FIRST MEMBERSHIP!

- Keep your business listing(s) up to date with discounts, events, and promotions
- Engage in our community-facing campaigns
- Attend networking events
- Utilize our low-cost digital underwriting
- Post and take advantage of member-exclusive discounts
- Use the Local First Proud Member Logo on your print materials, advertising, and website
- Display your Local First window cling to signal consumers that you're a member
- Interact with other members in the Members of Local First Facebook Group
- Share news and updates you'd like us to push out through our public-facing social media
- Read our communications to stay up-to-date on opportunities & Local First news
- Sponsor Local First events to increase your own brand awareness

LOCALFIRST.COM

Events • Sponsorship Opportunities • Sustainability • Business Resources

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