



## FAQ: Northampton Survival Center's 40th Anniversary Business Stroll Series

### What's the purpose?

- Honor the Center's 40 years in operation and celebrate the local business community's partnership and support of our work.
- Build awareness of the food pantry and raise funds for the Center.
- Drive customers to area businesses – highlighting business leaders as active participants in the local fight against food insecurity.

### How can we participate?

#### The Window Stroll Challenge

- Between **September 6 – 8** (or longer) you decorate your window to feature carrots in honor of the Survival Center's logo. We are counting on your creativity to represent our carrot in a dynamic and engaging way (does not have to be literal). We will also have a *#HiddenCarrot* contest so you can tuck a carrot into any window design.
- We will create a map of all participating businesses, with copies available for customers at each location, through the Gazette, and at the Chamber.
- Downtown strollers will use the map to vote for their favorite windows and spot hidden carrots from the sidewalk, or enter a participating store to receive a carrot sticker on their map, to be eligible for prize giveaways.

#### The ticketed, after-hours party

- The parties take place on **Thursday, September 5<sup>th</sup> from 6 – 8 pm**, and a single ticket purchase for \$25 gains entry into all participating parties.
- The Center promotes the event and sells tickets and provides you with a link for online ticket sales for you to promote with your customers.
- You design the party for what suits your needs. Consider appetizers, a signature cocktail, live music, temporary carrot tattoos, photo booth, featured items for purchase at a discount, etc. You're in charge of all aspects of the event in your store (including staffing and any applicable permits).

#### The "40 Ways to Cook a Carrot" restaurant event

- **Between August 19 – 25** (or longer), participating restaurants feature a carrot-inspired dish on their menu – it could be a drink, savory appetizer or entrée, or dessert item.
- The Center will provide information cards for tables explaining the event and soliciting customer "reviews" for publication in our thank you ad in the Gazette.
- Pair the menu with a donation of some portion of proceeds as you see fit.

## **The toiletry drive and toiletry challenge – perfect for businesses not downtown**

- Put out a receptacle for toiletry donations and promote the drive to your customers. Collection and drop-off dates flexible to your needs.
- For extra fun, challenge the staff of another branch of your business, or a neighboring business or friendly competitor to a contest – which of you can gather more items? Make it fun and creative – who can collect more toothbrushes or diapers? You get to make it your own!

### **How does this help the Center financially?**

Any way you want it to! You decide how to promote your involvement and make a contribution. Possibilities include:

- A portion of all proceeds during a given time period.
- A portion of proceeds for specific items (those featured in windows, orange items, etc.).
- Restaurant proceeds related to the carrot-inspired dish, or a percentage of overall sales.
- Toiletries collected will be distributed to Survival Center clients through the food pantry.
- Collect donations for in-store services (e.g. knife sharpening, etc.).
- Ticket sale proceeds for after-hours parties will go directly to the Center.

### **What can the Center provide?**

- High-resolution logo.
- Materials, information, talking points.
- Pictures of your business in action before and during events.
- Social media promotion and engagement.
- Promotion on the radio and online.
- Maps and instructions for the window stroll challenge.
- Ticket sales for after-hours parties.
- Table cards for restaurants describing the event.
- Thank you advertisement in Gazette with pictures, voters' choices, restaurant item "reviews" from customers, toiletry drive results, etc.
- Roving Survival Center "ambassadors" during event times to help answer questions.

### **Join in the fun!**

- Contact the Survival Center at 413-586-6564 to sign up your business today, or email Heidi Nortonsmith at [heidi@northamptonssurvival.org](mailto:heidi@northamptonssurvival.org)
- Deadline for participation (for marketing purposes) is August 9 for the restaurant event, and July 29 for the window stroll, parties, and all other participation.

### **Businesses who have responded so far:** (more are joining us every day!)

- ode
- The Baker's Pin
- Northampton Arts Council
- Pure Barre Northampton
- Gazebo
- Forbes Library
- Woodstar Cafe
- United Personnel
- Cathy Cross
- Belly of the Beast
- Achieve TMS East
- Fitzwilly's
- Care One of Northampton
- THELō Home & Modern Wellness