



Making Waves is a campaign to replace poverty and unemployment with financial literacy and entrepreneurship.

Shop Cheyenne River: Keep dollars working at home

1) Why is buying local important?

An economy is the way a society organizes to meet the physical needs of its people. Successful private businesses are a key part of a local economy. Businesses provide goods or services that people want and need. They contribute to community activities, offer a convenient way to get an item, save gas money, provide a future employment opportunity for a family member, and more. On the Reservation, most business owners employ themselves, and many employ one or more other local residents of the local community. When local residents and organizations spend their money in communities outside the area, many of the potential benefits of the local dollars are lost. Local businesses lose sales, profits, and opportunities to hire others. Sales tax revenues go to the state rather than the Tribe, and jobs are lost. Just how valuable is local spending? In the past year, sales tax collections have resulted in over \$3 million. Between April 2000 and April 2008, Four Bands provided a comprehensive business development class to 170 people and awarded \$635,000 in loans to create and expand 70 Native-owned businesses affecting more than 100 jobs.

2. How can community organizations keep dollars working at home to build a local economy?

- Take actions that get local business owners to improve the types, quality, and pricing of goods and services available locally so that more residents and organizations “Shop Cheyenne River.”
- Provide information, tools, and incentives to get families and organizations to expand purchases of goods and services from local businesses.

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Shop Cheyenne River Campaign Goal: Community organizations work together to change 2 policies or practices on the Reservation that expand entrepreneurship.

Activities:

- a) Persuade organizations to offer incentives using DZ and/or Chamber bucks as “awards” to purchase items from Reservation businesses.
- b) Get organizations to make commitments that before they leave the Reservation to make a purchase, they first check to see if a good or service is available locally at a price that is competitive.
- c) Take shopping trips to businesses and identify ways to enhance the shopping experience at each business and among the business community as a whole. Document the information and provide businesses with the feedback, along with recommendations for how to improve the experience.
 - What products were not available anywhere in the community?
 - How was the customer service?
 - What was the overall feeling about the shopping experience?
- d) Support a Shop Cheyenne River public education campaign for families.
 - Distribute campaign pledge cards.
 - Provide educational information regarding the campaign in newsletters, emails, at staff functions, and in mailings.
 - Place campaign materials and posters at each participating organization.

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