SHOP LOCAL ~~FIRST~~ Now
SO LOCAL LASTS

SPONSORED BY ST. MICHAEL ACADEMY | STMICHAELUPNORTH.ORG

ST. MICHAEL FOUNDATION
47-3507842

Welcome to St. Michael Academy's

VIRTUAL NIGHT DOWNTOWN

Shop Up North Now

This one-stop shopping event is designed to inspire everyone to
THINK AHEAD, SHOP NOW, & PROMOTE WALK-IN TRAFFIC
when Michigan's "Stay Safe" restrictions melt away!

Graduations & Birthdays are happening.
Nuptials (without receptions) are taking place.
Christmas is coming. AND, friends need to know they are in our thoughts.
Let's give everyone something to look forward to...NOW!

SMA'S VIRTUAL DOWNTOWN: SATURDAY, MAY 16, 2020
The opportunity to shop will be active several days before and after the Virtual Night Downtown kick-off.

WHAT'S IN IT FOR YOU?

- Chance to increase sales during Michigan's shut-down *(even if your doors are locked)*
- Opportunity to generate traffic through your doors - virtually and when restrictions are lifted
- Chance to show off new merchandise and current creative offerings
- AND, you won't have to hassle with payment platforms, we handle that all for you

HOW DOES THE VIRTUAL NIGHT DOWNTOWN WORK?

- Think of it as having a **Virtual Display Table** (VDT) to highlight your newest, most popular, and amazingly creative wares and promotions - more on this later. (*FYI - a VDT is a web page within St. Michael Academy's VIRTUAL NIGHT DOWNTOWN website - www.shoplocalfirstupnorth.org.)*
- St. Michael Academy (SMA) promotes Virtual Night Downtown (VND) using traditional, digital, and social media before and during the actual event. You, too, are encouraged to share this event in your promotions and directly with your customers, as you see fit.
- Potential customers will visit **SMA' Virtual Downtown** site and to be treated to fantastic merchandise, outstanding ideas, and delicious enticements to purchase as gifts to treat others and themselves, and plan ahead for when restrictions are lifted.
- Each tempting offering chosen (from any participating vendor) is added to a *single shopping cart*.
- ***And...VIOLA!*** Happy customers check out with one smooth transaction!
- SMA collects payments and mails you a check, *PLUS* a record of each purchase made at your "store" *(Amount Dispersed = Total Sum minus 3% to cover cc fee and 20% donation to SMA)*
- Each happy customer receives an email detailing their purchased "items" and an option to download a physical gift certificate to use or share.

WHAT ARE CUSTOMERS ACTUALLY BUYING?

INTANGIBLY: **The opportunity to bring joy to friends, family, and even themselves!**
MATERIALLY: **Gift Certificates in the amounts of your "displayed" items!**
» *Please include tax in the amount of item posted. There is not tax paid on gift certificates and we don't want you customers to have to owe more when they come to your store.*
» *Standard gift cards may also be made available for **any** future purchase. (tax not included).*

THEN WHAT?

- Customers redeem certificates according to guidelines as defined by your business.

If your business is offering local delivery or curbside pick-up...

» Customer "A" purchases a gift certificate for a "Cheer'em Up Gift Basket" or "You Relax, I'll Make Dinner *(A.K.A. I'll be Right Back...)* Dinner Special" - creatively featured on your Virtual Display Table.

» Customer "A," at their convenience contacts you to arrange local delivery or pick-up time for their particular item(s). Because you receive a record of all transactions made, via SMA's VNN, you can verify each purchase.

If your business is currently shut-down...

» Customers purchase certificates to redeem when your doors swing open again.

WHAT ABOUT SHIPPING?

- The website and promotions will clearly state that ***If shipping is requested, additional fees may apply and be charged separately, by the vendor, when certificates are redeemed.***

WHAT WILL HAPPEN *BEFORE* SMA's VND ON MAY 16, 2020

SMA WILL:
- Post event on Regional Chamber of Commerce and other Media Outlets, plus E-blasts
- Provide notices to regional Calendars' Event Listings, send Press Releases, post across Social Media, promote Hashtags such as: #SMAVirtualNightDowntown, #ShopUpNorthStoresNow
- Test Virtual Night Downtown website transactions with each vendor prior to going live

YOU, TOO, CAN:
- Promote the heck out of this event through your normal channels of communications

WHAT HAPPENS ON MAY 16, 2020?

- SMA will host a brief Live Facebook Event at 7:00 PM to welcome everyone to this Virtual Night Downtown. Logos of participating business will be displayed and sponsors will be recognized, purchases will be highly encouraged.
- Everyone shows up (logs on) for an evening of fun and shopping!

HOW TO GET MORE OUT OF IT:

- Invite and host your best customers *(and their friends)* at a pre-pre-event/virtual gathering for a private showing of your best wares - via Zoom, Google Hangout, Facebook Live, etc.
- Encourage all customers to ask questions or just pop in and out of your business's virtual gathering by providing a link on your VDT/page - a great way to get some face-time with your tribe!
- Prepare 30-second recorded promotional YouTube videos to show off of your items *(think "Sham-Wow"),* and provide a link on your VDT/page

WHAT'S IN IT FOR SMA?

- Opportunity to be a blessing to our local Up North business owners, who go above and beyond to help our community's many non-profits
- Increased exposure and relationship-building opportunity for St. Michael Academy
- A chance to make up for lost revenue from at least one canceled fundraiser, supplement tuition for families on furlough or worse, and support our HARD WORKING TEACHERS WHO RALLIED AND HAVEN'T MISS A DAY OF INSTRUCTION with our students! God bless them ALL!

COUNT ME IN!

WHAT DO I DO NEXT?!?

- **EMAIL** Marie Law, marie@stmichaelpetoskey.org to confirm, your participation.
- **DOWNLOAD AND COMPLETE your PRODUCT INFORMATION SHEET**

Optional:
- Take photos of each "certificate-ed gift" you choose to offer *(include them in your info sheet)*
- Create 30-second promo videos showing off features of your best items *(Add links to Info Sheet)*
- Set up and invite your customers to a virtual private showing and/or event pre-party

Be creative! Certificate gifts can be for almost anything...

Cheer'em Up Gift Baskets
10 Dinner Specials
Survival-size Bag of Freshly Roasted Coffee Beans
Virtual Private Chef Tutorial for a group of friends - includes meal-kit for each household

Graduation Gifts
Wedding Gifts
Birthday Gifts
Christmas Gifts
Anniversary Gifts
Bike & Ski Tunes

Future Priority Reservations: Tee-Times, Tennis Courts, Dinner Reservations, etc.
Consultations
Future Appointments for Massages, Haircuts and Color, Manicures, Pedicures

And SO much more...

LET'S HAVE FUN, MAKE MEMORIES, & GIVE EVERYONE SOMETHING TO LOOK FORWARD TO — NOW

...AND WHEN WE SWING OUR DOORS OPEN AGAIN.

Questions? Please contact Marie Law at 231-330-2835 or marie@stmichaelpetoskey.org

ST. MICHAEL FOUNDATION

Stay Home. Stay Safe. Shop Local ~~First~~ Now So Local Lasts.

2225 Summit Park Dr. | Petoskey, MI 49770 | StMichaelUpNorth.org | 231-330-2835

It is the St. Michael Foundation's mission to support and promote classical Catholic education at St. Michael Academy. # 47-3507842