



*Build Strong Local Economies by Purchasing with Purpose*

**Source:** <http://www.10percentshift.org/design/localshift.php?do=home>

Do you want to rebuild our economy and revitalize your community? The **10% Shift** wants to help you do just that.

We are a group of local entrepreneurs and citizens and we invite you to join us in growing a movement that will transform our economy. The **10% Shift** began in New England and has spread to communities across North America--together we can build strong local economies and improve our environment by making a modest shift in the way we spend our dollars.

As the well-known Grand Rapids study by Civic Economics has proved, if all of the households in our community shifted 10% of our existing purchases from non-local businesses to Local Independents (locally owned and independent businesses) we would see thousands of new jobs created and millions of dollars of new economic activity. And all this can begin to happen as soon as people start **shifting** and without the use of one taxpayer dollar.

### [How can I bring the 10% shift to my community](#)

The **10% Shift** is an idea that crystallizes the profound impact that an incremental change in purchasing behavior can transform our local economies. Local business groups have integrated the 10% Shift into their buy local programs in ways that have resulted in excellent promotional and organizational benefits. Click here to see some of the examples of how the **10% Shift** can build a strong local economy in your community. **Click on the link above to learn more.**



## Why Shift?

The **10% Shift** is a strategy designed to build strong local economies and vibrant communities. By making a modest behavior change and **shifting 10%** of our annual budget from non-local businesses to Local Independents we can help build a strong local economy, and we can do it now.

Making the Shift will have a profound impact on our economy, for example, if the five million households in New England shifted 10% of their annual budget to Local Independents we would see extraordinary results:

- **Expanded Job Creation** — Create 48,000 new jobs created which would decrease the New England unemployment rate by 1.5%
- **Economic Growth** — Generate over \$5 billion of increased economic activity in New England
- **Entrepreneurial Ventures** — Inspire the formation thousands of new entrepreneurial ventures

- **Environment Protected** — Decrease thousands of tons of greenhouse gas emissions
- **Enhanced Communities** — Revitalize local New England communities

These enormous benefits to the New England economy are thanks to what is called the Local Multiplier. When dollars are spent at Local Independents, up to three times as much money stays locally, and since Local Independents are much more likely to keep the money circulating in the local economy the economic impact multiplies dramatically. This economic growth resulting from the circulation of dollars within the local economy is the Local Multiplier at work. Bottom line—making the **10% Shift** strengthens our local economy and revitalizes our communities beginning today and without using one taxpayer dollar.

Now that you see how you can make a BIG difference with a simple shift, Click Next to make a commitment to your community and sign the pledge....

For more information: <http://www.10percentshift.org/design/localshift.php?do=home>