

Ten Reasons to Go Local

1. Buying local supports your institution. When you buy from a locally owned business, more of your money is used to purchase goods and services from other local businesses, strengthening the economic foundation of your city or town. Your money stays in the community, helping to grow other businesses, as well as your institution.

2. Your community will remain unique (and be more attractive to students and donors). The individual character of a college, university or independent school extends to the local community—and local businesses and farms are part of what makes a community unique. The more you support local businesses, the more distinctive and appealing your community will be, attracting more potential students and donors.

3. It's better for the environment. With more community support behind them, locally owned businesses make more local purchases, cutting down on transportation and reducing carbon footprints. Additionally, local businesses are typically located in town or city centers, contributing to less urban sprawl, traffic, land destruction and pollution.

4. You'll create more jobs. Local businesses often hire people who live in the community and are more invested in the future of the city or town. Your students, too, will benefit from this, particularly those looking for ways to supplement their income to cover tuition costs.

5. Your institution and your students will be healthier. By supporting local farms, your food will be fresher—and healthier. What's more, it'll taste better, too. Healthier students, faculty and staff will make for a happier institution, one that's more attractive to potential students and donors.

6. You'll have more input. If more businesses are locally owned and supported, community members—including you—will have more say in the decisions that impact your city or town.

7. You'll get better service. Because they're more invested in their community and their jobs, local business employees typically have a better understanding of the products they're selling. They're also more likely to get to know their customers and their customers' specific needs.

8. Non-profits will receive more support. Local businesses donate more money to local non-profit organizations (including your institution), and these organizations, in turn, support and improve the community.

9. You'll have more choices. Small businesses select their products and services based, not on a nation-wide sales plan, but on their own interests and the needs of their local customers, ensuring a greater range of choices.

10. Your community (and institution) will continue to prosper. Small business owners and employees are more likely to live, invest and stay in communities that maintain their unique character. If your institution plays an active role in the community, those who live there will be more likely to invest in you, too.