



“Shop Local Week” Member Toolkit

May 1-7, 2026

Info@OrangeChamber.com

How to Participate as a Business

1. Offer a **promotion or experience** during Shop Local Week
 2. Post on social media. We created templates - use them as you wish!
 3. Tag **@OrangeChamber**
 4. Encourage customers to participate and enter to win
 5. Let the Orange Chamber office know that you're participating! We'd love to support you.
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Link to Canva graphics template: <https://canva.link/xp7jrjdvvwoswy6>

Suggested Captions


General Participation Post

🎁 We're excited to be part of Shop Local Week in Orange!
Stop by and support local businesses like ours while enjoying everything our community has to offer.

👉 Don't forget to shop, explore, and enter to win prizes: OrangeChamber.com

#ShopLocalOrange #VisitOrangeCA @VisitOrangeCA @OrangeChamber

Promotion Post

 Shop Local Week Special!
We're offering [INSERT OFFER] all week long.

Come visit us, support local, and take advantage of this limited-time deal!

 Don't forget to shop, explore, and enter to win prizes: [OrangeChamber.com](https://www.OrangeChamber.com)

#ShopLocalOrange #VisitOrangeCA @VisitOrangeCA @OrangeChamber

Invite Your Customers

Have you participated in Shop Local Week yet? 🙄

Now's the time to explore Orange, support local businesses, and discover something new.

Stop by and say hello—we'd love to see you!

 Learn more: [OrangeChamber.com](https://www.OrangeChamber.com)

Midweek Reminder

 It's Shop Local Week!


If you haven't made your rounds yet, there's still time to support local businesses and enter to win prizes.

We're here all week—come visit us!

 Don't forget to shop, explore, and enter to win prizes: [OrangeChamber.com](https://www.OrangeChamber.com)

#ShopLocalOrange #VisitOrangeCA @VisitOrangeCA @OrangeChamber

Final Push

 Last chance!

Shop Local Week is wrapping up—don't miss your opportunity to support local and enter to win.

Stop by today and be part of something special in our community ❤️

👉 OrangeChamber.com

#ShopLocalOrange #VisitOrangeCA @VisitOrangeCA @OrangeChamber

Story Templates

Members can post quick stories using this format:

Story 1:

“We’re part of Shop Local Week! 🛍️”

Story 2:

“Come visit us today 👉”

[Show product/store]

Hashtags

#ShopLocalOrange #ExperienceOrange #VisitOrangeCA #OrangeChamber

Optional

Encourage members to:

- Offer a **small incentive** (“Mention Shop Local Week for 10% off”)
- Take photos/videos of customers
- Tag the Chamber so you can repost them

“Shop Local Week” Social Media Captions

Pro Tips:

- When posting for activations it is important that you **keep a call to action**. A call to action could be as simple as “stop by and show some community support by shopping locally”. Whatever the call to action may be- it is vital to keep that in the social media captions to promote the “passport” activation and drive engagement both online and in-person.
- Story posts- whether that be Facebook or Instagram, are incredibly important. This increases visibility and is a “little reminder” to shop local and support the City of Orange

Disclaimer: These captions are suggestions- you may add whatever you’d like to your captions!

Shop Local Week - Generic Small Business Captions

DAY 1 – MONDAY: KICKOFF

Post 1 (Kickoff)

We’re part of Shop Local Week! 🎉

Support small, shop local, and discover amazing businesses right here in Orange 🛍️🍊

Visit us + check in for a chance to WIN prizes

👉 [link]

#ShopLocalOrange #ExperienceOrange #VisitOrangeCA #ShopSmallOrange

Post 2

Come by and say hi! 🙌

We’re excited to be part of Shop Local Week—stop in and support local 🙌

👉 Don’t forget to log your visit: [link]

DAY 2 – TUESDAY: SHOP SMALL

Post 1

Small business, big heart 🛍️

When you shop local, you’re supporting real people in your community ❤️🍊

👉 Visit us + enter to win: [link]

Post 2

Looking for something new? ✨

Come check us out and see what makes our business special 🙌🍊

👉 [link]

DAY 3 – WEDNESDAY: MIDWEEK PUSH

Post 1

Midweek reminder to shop local ❤️

Every visit makes a difference—thank you for supporting small businesses like ours 🙌🍊

👉 Don't forget to staple your receipt to the passport: [link]

Post 2

Have you visited us yet? 🙄

Stop by this week and be part of Shop Local Week 🎁🍊

👉 Enter to win: [link]

DAY 4 – THURSDAY: COMMUNITY LOVE

Post 1

We love being part of this community ❤️

Thank you for supporting local businesses—it truly means everything 🍊

👉 Stop by + check in: [link]

Post 2

Local businesses = strong communities 🙌

We're proud to serve Orange and be part of Shop Local Week! 🍊

Grab your Shop Local Passport 👉 [link]

DAY 5 – FRIDAY: WEEKEND READY

Post 1

Happy Friday! 🎉

Make us part of your local weekend plans, and enter for a chance to win gift cards! 🗳️

👉 Visit + enter to win: [link]

Post 2

Out and about this weekend?

Stop by and support local—we'd love to see you 🙌🍊

👉 [link]

DAY 6 – SATURDAY: BIG PUSH

Post 1 (Morning)

It's a perfect day to shop local! 🎉

Come visit us while you're out exploring Orange 🛍️🍊

👉 Don't forget to staple your receipt to the passport: [link]

Post 2 (Midday)

🙌 We're open and ready for you!

Stop by, support local, and be part of Shop Local Week 🙌🍊

Post 3 (Evening)

🌟 Don't miss out!

Shop Local Week is almost over—visit, support, and ENTER TO WIN before it ends 🙌

👉 [link]

DAY 7 – SUNDAY: FINAL DAY

Post 1

Last chance! Stop by today and support local before Shop Local Week wraps up 🎉🍊

👉 Don't forget to staple your receipt to the passport: [link]

Turn in your completed passport at the Chamber office: 34 Plaza Square, Orange, CA 92866

Post 2



Thank you for supporting small businesses! ❤️ We're so grateful for this amazing community 🙌🍊

🌟 There's still time to grab your receipts and enter for a chance to win gift cards: [link]

Easy Daily Story Template

📍 Visit us today!

🛍️ Shop Local Week is on

 Don't forget to turn in your passport + enter to win
 [link]

Poll ideas:


- “Have you shopped local today?”
- “Stopping by this week?”
- “Weekend plans?”


“Shop Local Week” Passport Social Media Restaurant Captions

SHOP LOCAL WEEK – RESTAURANT CAPTIONS

DAY 1 – MONDAY: DINE LOCAL (KICKOFF)

Post 1 (Kickoff)

 Shop Local Week is here—and we’re serving it up all week long!

Join us, support local, and enjoy your favorite dishes right here in Orange 

 Dine with us + log your visit for a chance to WIN prizes

 [link]

#ShopLocalOrange #ExperienceOrange #SupportLocalOC #ShopSmallOrange

Post 2 (Food Feature)

 Craving something local?

We’ve got you covered—come grab a bite today!


 Don’t forget to save your receipt for your Shop Local Passport


 [link]

DAY 2 – TUESDAY: CASUAL BITES


Post 1


 Lunch plans = handled


Stop by and treat yourself to something delicious today 

 Check in + enter to win: [link]

Post 2

 What are you ordering?

Come dine with us and support local this week 

 Don’t forget to staple your receipt to the passport: [link]

DAY 3 – WEDNESDAY: MIDWEEK CRAVINGS

Post 1

🌟 Midweek cravings hit different

Take a break and come enjoy your favorites with us 🍷

👉 Don't forget to check in: [link]

Post 2

🍴 You made it halfway through the week—treat yourself

We're ready when you are 🙌

👉 Don't forget to staple your receipt to the passport: [link]

DAY 4 – THURSDAY: LOCAL LOVE

Post 1

❤️ Nothing beats a local favorite

Thank you for supporting small restaurants like ours—it means everything 🙌

👉 Stop by + check in: [link]

Post 2

👑 Made with care, served with love

Come taste the difference of local 🍴

👉 [link]

DAY 5 – FRIDAY: WEEKEND STARTS HERE


Post 1

🎉 Friday plans? We've got you

Kick off your weekend with great food and local vibes 🍷 🍴

👉 👉 Don't forget to staple your receipt to the passport: [link]

Post 2


 Dinner is calling...

Grab your friends and come dine local tonight 🙌

👉 [link]

DAY 6 – SATURDAY: BUSY DAY PUSH

Post 1 (Morning)

 Starting your day in Orange?

Make us one of your stops today 🍴


👉 Don't forget to check in: [link]

Post 2 (Midday)

 We're busy serving up your favorites!

Come join us and be part of Shop Local Week 🙌

Post 3 (Evening)


 Last big weekend push!

Don't miss your chance to dine local + enter to win 🎉

👉 [link]

DAY 7 – SUNDAY: FINAL DAY


Post 1

 Last chance to dine local this week!

Stop by, enjoy your favorites, and enter to win before it ends 🎉

👉 [link]

Post 2

 Thank you for dining local


We appreciate every visit, every order, and every bit of support 🙌

👉 Still time to enter: [link]

EASY DAILY STORY (FOR RESTAURANTS)

 Today's special: [insert dish]

 Dine with us today!

 Check in for Shop Local Week

 [link]

Poll ideas:

- “Lunch or dinner?”
- “Dine in or takeout?”
- “What are you craving?”