

MAIN5 COVID CHECKLIST

Michigan Main Street Main5 Communication Examples

This is a supplement to your Main5 Communication strategy to assure that you and your organization, its board, and its members are communicating to the five main audiences of Main Street: Owners, Donors, Government, Volunteers, and the Public.

OWNERS

- Facebook Group for downtown businesses to communicate with each other
- List of actions you're taking on your website
- Virtual ribbon cuttings for online stores
- Publicize restaurants offering groceries
- Connect businesses with delivery options
- Branded masks
- Curbside signs
- Signs for stores with online shopping options
- Signs for available properties and spaces
- Share reopening marketing materials
- Launch Love MI DWN TWN (et.al.) campaign

DONORS

- Keep event sponsors in the loop regarding the status of events, refunds, rescheduled dates and related communications strategies
- Communicate actions you are taking to members
- Appeal to, and provide opportunities for, investors to support your cause
- Update program funders on activities

GOVERNMENT

- Stay in the loop with local government
- Check in with appropriate departments (i.e. Public Works, Public Safety, etc.)
- Solidify your seat at the table
- Develop protocols to address nuisances
- Allow local government to express what you can't do; and be the voice of what you can do

VOLUNTEERS

- Recruit Virtual Block Captains to share info
- Create a Volunteer Marketing Army
- SHARE | LIKE | COMMENT
- Use social media to shine the spotlight on volunteers and their efforts

PUBLIC

- Publicize alternative shopping & delivery options
- Highlight actions Main Street & businesses are taking to welcome customers back
- Create video tours to showcase changes & safety measures being implemented
- Promote public spaces, amenities & small-scale entertainment to welcome customers back



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