



LOCALS HELPING LOCALS: SHOP AND SUPPORT!

“Compared to other fundraising options, the coupon book was always a no-brainer, even when I was in school,” explains Heather Brady, Co-Founder & Dreamer of the Do It Local mobile. “However, like everything, it’s time for an upgrade! Do It Local prides itself by modernizing, simplifying, and localizing the old national coupon book fundraiser. Modernization by putting the deals at your finger tips through a mobile app which enables new deals to be added all year long. Simplification through online purchasing of memberships (avoiding money collection and delivery of goods). Localization by only featuring locally owned businesses in our community. When you shop local, 300 times more revenue stays in your local economy than when you shop at a national chain store. Not to mention we also offer customization for each of our charity partners!”

Local charities can help local business owners, and local business owners can help local charities by cross promoting each other using the Do It Local Mobile App. The Berks County Do It Local Mobile App was created to modernize, simplify, and localize the old national coupon fundraiser. It’s more than a mobile deal app, it’s a movement driving locals to help locals.

Local Berks County Charity Partners can sell annual memberships online at www.doitLOCALfundraising.com to raise funds. Each charity has a goal ranging from 200 memberships to 10,000 memberships annually based on their needs and their supporter base.

At present, Do it Local has 17 Charity Partners:

- The Opportunity House
- Animal Rescue League of Berks County
- The American Cancer Society of Berks County (Relay for Life Teams)
- BCTV.org
- Berks County Medical Society
- Bethany Children’s Home
- Children’s Alopecia Project
- Genesis Theatre
- Little Acts of Love
- Greater Reading Young Professionals
- Colebrookdale Railroad

Community Education through Libraries, Summer Programs, and Preschools:

- Teachers in the Park
- Governor Mifflin Education Foundation
- Reading Public Library

- Exeter Community Library
- Oley Valley Library
- Robeson Lutheran Preschool

“I developed this app with a true win-win attitude,” says Heather. “Members win by feeling good about donating to a local charity and saving money all year round. Local businesses win by having a mobile fundraising platform that promotes shopping and buying local at locally owned businesses. Charities win by raising funds through membership sales, by strengthening their relationships with local business owners, and by having a mobile app that enables them to communicate upcoming events, volunteer opportunities, or donation needs directly to their supporters while providing value to their supporters through awesome deals!”

If you’re looking to become a charity partner, the process is easy: simply fill out an online form at <https://www.doitlocal-fundraising.com/charity-partners>. An ideal charity partner would benefit from having a custom mobile app to communicate their events and needs throughout the year to their members while offering deals at locally-owned businesses. Charities can grow a reoccurring revenue stream through membership sales.

If you’re interested in joining the local movement, memberships and more information are available at www.doitLOCALfundraising.com