



Develop a Community Relocalization Directory

A Guide for Relocalizing our Communities

The Relocalization Network

Community Directory • synopsis and roles

Synopsis

Create a directory that lists the various businesses, organizations, and programs in your community that relate in some way to Relocalization. Whether a printed booklet or a website, a directory will encourage people to support local businesses, buy local and sustainable products, and get involved in Relocalization efforts. It will also help your community see what economic resources it already has available for Relocalization, as well as what resources it lacks.

Roles

Project Coordinator(s)	Convene and facilitate the project; ensure that all necessary tasks are being done
Outreach and Research	Inform business about the project, collect their information, and get them involved
Writers and Editors	Write, edit and refine the directory as needed
Designers	Design the layout and any graphics
Production and Distribution	Coordinate printing and distribution throughout the community
Promotion	Promote the directory

Time Frame

1 to 3 months

Tools

Telephone, computer, desktop publishing software



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Community Directory • project outline

Project Outline

A useful directory is much more than just a list of business names and contact information:

- It includes succinct information about each listing,
- it categorizes listings into sensible topics,
- it has a design that makes it easy and pleasant to use,
- it is free, and widely available throughout the community, and
- ideally, it includes coupons, a community map, a calendar of local events, and anything else that will encourage people to use it.

The first step in developing your Community Relocalization Directory is to form a workgroup and talk about your ideas and goals for the project. Look at existing examples of local and/or sustainable directories, like the ReDirect Guide (www.redirectguide.com) in Portland, Denver and Salt Lake City, or Local First (www.localfirst.com) in West Michigan. Research what local business directories and organizations already exist. Get a sense of the time and interest the members of your workgroup have for the project, and then follow these steps:

- 1. PREPARATION.** Create a Project Plan that establishes the basic outline of your project, including rough ideas for:
 - a. Finances (what resources do you have, what expenses will you incur, and what can you do to make the project pay for itself?)
 - b. Types of listings (businesses, non-profits, government agencies, etc.)
 - c. Criteria for listing (for example, must be majority locally-owned or operated, or must support relocalization ideas in some way, etc.).
 - d. Physical area the directory will cover (for example, one main street, one neighborhood, the whole town, etc.)
 - e. Medium of delivery (print or website).
 - f. Basic design, including the size, length, and name.
 - g. Content (will you include coupons, maps, a community calendar, advertisements, or other items?)
 - h. Production goals (how many will you print, and how often will you update and reprint?)
 - i. Distribution goals (where and how will you distribute them?)
 - j. Promotion goals (how will you promote the directory so people know it exists, and will want to use it?)

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Community Directory • project outline & resources

2. RESEARCH. Based on your project plan, research the businesses, organizations and anything else you will list in your directory. The ideal way to do this is to contact each potential listing in person to collect names, location, phone number, website, and a brief description. Visiting in person allows you to ensure that they meet your criteria for inclusion, as well as to tell the business or organization about the directory. It's also an opportunity to ask if they would like to advertise in the directory, offer coupons, or even host a rack for distribution.

3. DESIGN. After you have all the information collected, it needs to be developed into a useable format and visually presented in a useful and attractive way. From an engaging cover to easy-to-use categorizations and index, the design of your directory could contribute to its success or failure more than its actual content. If your project group is lacking in graphic design skills, consider asking local designers to donate their services in exchange for advertising or sponsorship.

4. PRODUCTION. If you are producing print copies, it can be as simple as a staple-bound booklet produced at a local photocopy shop, or as fancy as a glue-bound, color-cover directory produced by a professional printing firm. In either case, you should be able to get some if not all of the printing costs donated in exchange for advertising or sponsorship. Printers have specific requirements for product design and format, so be sure engage a printer early in your process.

5. DISTRIBUTION and PROMOTION. Any business that you list in your directory will likely be happy to have a stack available for customers. You can also set up a table at local events to give away copies. When your directories is printed and distributed to place where people can get them, contact your local media to announce its premiere. The businesses and organizations listed in the directory are the ones who benefit the most from it, so encourage them to promote it and to get involved in its revisions, reprintings and further development.

Resources

ReDirect Guide: www.redirectguide.com

Business Alliance for Local Living Economies (BALLE): www.livingeconomies.org

Hometown Advantage (New Rules Project): www.newrules.org/retail



Photo Credit: David Sund (front cover / back cover)



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Get Involved

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