



Independents Month Campaign Planning Resources - 2026

Welcome

We're so glad you're part of the [Choose Indie Local](#) movement! We encourage you to use the following resources to build a successful [Independents Month](#) (or Week!) campaign. Feel free to add your questions and new ideas for leveraging this movement right into this document (or email jenrisley@amiba.net). **We'll treat this as a working document to boost collaboration.**

Some quick details:

- [Independents Month](#) is July.
- [Find downloadable logos and images here](#).
- *Use Canva?* Check out these [Independents Week/Month Instagram templates](#), [Proud Indie Local template](#), [Indie Challenge template](#), and [Independents Month Quote template](#).
- View and download our [press release](#) and [proclamation](#) templates.
- Adapt and post this [Independent Month blog post](#).
- Invite your community to [take the Indie Challenge](#).
- View [social media examples](#).
- Add these hashtags to [Independents Month Social Media Examples](#) your posts:
#chooseindielocal #independentsmonth #indiemonth.
- **Anyone anywhere can get involved.**

Making Ripples

From July 1 to July 31, our Independents Month campaign celebrates Indie Local (independent and locally owned businesses) and entrepreneurship. Together, we urge our communities to take positive action and boost the [ripple effects](#) our neighborhoods, towns, and cities receive when we support our locally owned businesses.

Amplifying Our Work

We strive to amplify all local, statewide, national, and international networks' efforts to promote Independents Month during July.

Sharing Inspiration

Month-Long Campaigns

- [Independents Month](#) (2025)
- [Indie Challenge](#) (2025)
- [Find Waldo Local | IndieBound.org](#) (2025)
- [Independent Retailer Month](#) (2025)
 - [How to Make the Most of Independent Retailer Month for Your Business and Community](#) (2024)
- [Summer Reading Adventure](#)
- [Independents Month - RI](#) (2024)
- [New #IndieWinch pocket map kicks off busy July celebrating Winchester's independent businesses - Hampshire Biz News](#) (UK - 2024)
- [Indie Month - MI](#) (2023)
- [Indie Month Rock Hunt | Sustainable Connections](#) (2022)
 - [Think Local First by Celebrating Local Businesses With Independents Month in July - WhatcomTalk](#)
- <https://www.tampa.gov/independents-month> (2011)
- [Upper Valley Adventures – Vital Communities](#) (2022)
- [Salisbury celebrates independents month with free shopping bags - UK](#) (2021)
 - [Successful Independents Month, but the work goes on - Salisbury BID](#)
 - [Independents Month Flag](#)
 - <https://www.facebook.com/WorcesterBID>

Week-Long Campaigns

- [Independents Week - AMIBA](#)
 - [Proclamation Template](#)
 - [Sample: Sample Sponsor Benefits Template](#)
 - [Sample: Business Promotion Ideas Handout](#)
- [Indie Week — Local First Arizona](#) (2025)
 - [Call to Action Cards](#) (2023)
- [Weekend of Local - OK](#) (July 11 - 13, 2025)
- [Independents Week - June 28 to July 4 - Shop Local Raleigh](#) (2020)

- [Independents Week Campaign Ideas - Shop Local Raleigh](#) (2022)
- [Press Conference - Dane Buy Local](#) (2021)
- [Independents Week - Local First Ithaca](#) (2019)
 - [Local First Ithaca](#)
- [Independents Week - FRIBA](#) (2012)
- [Independents Week: Things to do in Durango for the week of 4th of July](#) (2018)

Day-Long Campaigns

- [Co-ops Day](#) (July 5, 2025)
- [I Love My Credit Union Day](#) (July 25, 2025)
 - [Giving | I Love My Credit Union](#)

Anti-Monopoly

- [A Prime Time to Make Ripples](#) (2025) #ResistPrime
-  [Anti-Prime Sale 2025](#)
- [July 2025 Counter Prime Days Campaign | the American Booksellers Association](#)
- [Indies Take The Gold Campaign Assets | the American Booksellers Association](#) (2024)
- [Rhode Island Makes Ripples](#) (2024)
- [ABA Launches #TheFutureIsIndie Campaign To Counter Prime Day | the American Booksellers Association](#) (2023)
 - [Anti-Prime Day Campaign: The Future is Indie | the American Booksellers Association](#)
- ILSR: [Amazon](#)
- [“Amazon’s Grip is Crushing Us”: Stories and Testimonials from Amazon Sellers](#)
- [Don't Box Out Bookstores assets | the American Booksellers Association](#)
- [#BoxedOut Campaign | IndieBound.org](#)
- [Boycott Amazon Prime Day. Shop these alternatives instead](#)

Multiplier Effect/Indie Impact Studies

- [ABA Indie Impact Study Series](#)
- [Research on the Economic & Carbon Impact of Shopping Local](#)
 - [Images](#)

Placemaking

- [Placemaking Week – Vital Communities](#) (2022)

Bringing Community Together

- [Summer of Scranton](#)
- [Phoenix Independents Bowl](#) (2024)
- [Biz Trivia Night](#) (2023)
- [Find Waldo Local](#) (2022)
- [Coffee Crawl | Sustainable Connections](#) (2023)
- [Lemonade Stroll](#) (2022)
- [Main Spotlight: Using StoryWalks to Bring Reading and Fun Downtown](#) (2021)
- [Community Spotlight: Main Street Arkansas Coffee Trail Celebrates the Importance of Coffee Shops Downtown](#) (2021)
- [Caffeine Crawl - About](#)
- [Future of Cities: Reimagining Public Space to Support Main Street Retail](#)
- [The Brick Bar: Cleveland](#) (2022)
- [Goosechase Summer Creator Calendar](#) (2022)
 - <https://blog.goosechase.com/community-event-ideas-to-bring-people-together/>
- [The Great Scavenger Hunt - Victoria, BC Canada](#) (2022)
 - [The Great Scavenger Hunt - Victoria, BC Canada | Facebook](#)

Entrepreneurship/Small Business Success

- [2025 Local First Indie Award Winners](#) (CO)
- [Research: How Entrepreneurship Can Revitalize Local Communities](#)
- [Set Up Shop - Anchorage Community Land Trust](#)

Overcoming Challenges

- [As Post-COVID Small Businesses Struggle, ACUs Offer a Viable Solution — Neighborhood Workshop](#)
- [Urban Cipher](#)

Community Wealth-Building/Capital/Fundraising

- [Community Capital Toolbox](#)
- <https://democracycollaborative.org/sites/default/files/2022-06/new-era-for-cwb-final.pdf>
 - <https://democracycollaborative.org/learn/publication/new-era-community-wealth-building>
- [Patronicity](#)
- [The Local Crowd Cooperative](#)
- [Dane Buy Local Foundation](#)
- [BetterWorld](#)

JOIN US EACH WEEKDAY (or celebrate other vital sectors in your community):

- **July 21 - Launch Indie Local Business Sector Campaign** 🎉

- **July 22 - Newspapers and Media Providers**
 - [Rebuild Local News](#)
 - [Local News Initiative](#)
 - [NewsMatch](#)
 - [American Journalism Project](#)
 - [Meeting Your Audience Where They Are – Literally | Local News Initiative](#)
 - [A \\$500 Million Pledge to Support Local News - Non Profit News | Nonprofit Quarterly](#)
 - [Solutions for local news deserts](#)
 - [Center for Innovation & Sustainability in Local Media](#)
 - [Explore Your State - Do You Live in a News Desert? The Expanding News Desert](#)
 - [About | Press Forward](#)
 - [Lenfest Institute](#)
 - <https://www.lenfestinstitute.org/solutions-resources/funding-non-traditional-news-sources-and-creators-for-impact/>
 - [Local Live Local: Media](#)
 - [Understanding Media Monopolies with Laura Flanders \(Episode 45\) - Institute for Local Self-Reliance](#)
 - [Small-Town Newspapers Face Change, Struggle, Opportunity](#)
- **July 23 - Health and Wellness Providers**
 - [Healthcare Anchor Network](#)
 - [The National Community Pharmacists Association](#)
 - [Wellness Equity Alliance](#)
 - [In The American Conservative: How a Rebirth of Independent Pharmacies Could Cure Rural Ills - Institute for Local Self-Reliance](#)
 - <https://www.ncpa.co/images/digest/2018-Digest-Web.pdf>
- **July 24 - Food and Beverage Producers**
 - [NATIONAL REFRESHMENT DAY - Fourth Thursday in July](#)
 - [Brewers Association](#)
 - <https://nextcity.org/urbanist-news/removing-obstacles-for-small-scale-manufacturers-in-boston>
 - <https://www.pbs.org/video/shelf-life-3atwv4/>
 - [Independent Organic Brands - Cornucopia Institute](#)
 - [Independence Matters - Cornucopia Institute](#)
 - <https://www.bcorporation.net/en-us/find-a-b-corp/?query=food%20producer&refinement%5Bcountries%5D%5B0%5D=United%20States&sortBy=companies-production-en-us>

- <https://www.bcorporation.net/en-us/find-a-b-corp/?query=beverage&refinement%5Bcountries%5D%5B0%5D=United%20States&sortBy=companies-production-en-us>
- <https://www.theguardian.com/environment/ng-interactive/2021/jul/14/food-monopoly-meals-profits-data-investigation>
- **July 25** - Community Banks and Credit Unions
 - [I Love My Credit Union](#)
 - [Move Your Money Campaign](#)
- **July 28** - Business Service Providers
 - [The Local Economy Solution - Chelsea Green Publishing](#)
 - https://www.youtube.com/watch?v=ZsO_jT04x4w
- **July 29** - Restaurants, Grocery Stores, and Markets
 - <https://www.independentrestaurantcoalition.com/>
 - <https://www.naturalfoodretailers.net/home>
 - <https://www.ncg.coop/>
 - <https://www.pbs.org/video/shelf-life-3atwv4/>
 - https://www.instagram.com/p/C9h0B6wsZIF/?img_index=1
 - <https://www.nationalgrocers.org/grocers-impact-america/>
 - <https://medium.com/@dylanross464/the-importance-of-supporting-local-wh-grocery-stores-matter-ab37f0f9d37c>
- **July 30** - Energy Providers
 - <https://ilsr.org/articles/report-advantage-local/>
- **July 31** - Makers, Menders, and Manufacturers
 - https://www.nytimes.com/2025/07/13/business/factories-manufacturing-cities-zoning.html?unlocked_article_code=1.Wk8.1uRN.op9UQ6R3wAJ4&smid=url-share
 - <https://sfmade.org/>
 - <https://www.recastcity.com/>
 - <https://themaintainers.org/>