



**WE ARE MAIN STREET**

**Campaign Toolkit**

## What is We Are Main Street?

**We Are Main Street** is a national campaign and 40th Anniversary celebration of the Main Street movement. The focus will be on the people that power Main Streets.

**We Are Main Street** is a platform for us all to celebrate the people that make Main Streets special and showcase the broad diversity of champions who make these places thrive.

We invite you to join us in sharing the stories of the Main Street heroes in your community and helping us raise the profile of Main Street.

Follow along – and join us – on social media with the hashtag #WeAreMainStreet



[@NatMainStreet](https://twitter.com/NatMainStreet)



[@NationalMainStreetCenter](https://www.facebook.com/NationalMainStreetCenter)



[@NatMainStreet](https://www.instagram.com/NatMainStreet)

## Campaign Overview

Throughout the campaign, the National Main Street Center will be sharing inspiring stories, fun features, and in-depth profiles of the people that power Main Street. Each month we'll be showcasing these Main Street stories using monthly themes through features on our blog, website, social channels, and more.

Explore the themes below and get thinking about how you can celebrate Main Street champions in your community each month. If you have stories or people you'd like to see us profile that fit within these themes, we want to hear from you! Email [mainstreetcommunications@savingplaces.org](mailto:mainstreetcommunications@savingplaces.org). We also hope you'll make these themes your own and share stories and profiles across your own channels. Be sure to use #WeAreMainStreet so we can all follow along.

There are lots of other ways for you to get take part in the campaign. Find out more in the "How to Get Involved" section on the following pages.



Credit: Ames Main Street



# How to Get Involved

*We Are Main Street* is a campaign of and for the Main Street Movement. Our goal is to give you the platform and the tools to share your story, raise your profile, and celebrate the power of Main Street in your community. Here are some tips on how to get started.

**First, think about the goal of your *We Are Main Street* campaign and the target audience you'd like to reach. Are you:**

- Seeking new sources of funding for your program?
- Looking to raise awareness of the impact Main Street makes on your community?
- Shining a light on the unsung heroes of your downtown?

**Then, based on your goal, what messages and images fit?**

- Think about the *why*. Why should your audience care about this?
- What images are most compelling and resonant within your community?
- Who are the people that keep your Main Street thriving?

**Here are some ideas to get you started:**

- Bring *We Are Main Street* postcards and the giant photo frame to Main Street events to capture stories from your community members.
- Distribute *We Are Main Street* swag for community members to display and show Main Street pride.
- Collect your best stories and profiles and share them in a Facebook album, Instagram story, blog, or op-ed for your local newspaper.

And of course, make sure messaging fits with your overall organizational mission and goals. *We Are Main Street* should be a complement to your ongoing efforts to boost awareness and investment in your program.

## Tools You Can Use

To help you make the most of We Are Main Street, we have developed a suite of downloadable materials for you to use, including social media graphics, signage, and other printables.

You can access all We Are Main Street materials on the following pages or at [www.mainstreet.org/wearemainstreet](http://www.mainstreet.org/wearemainstreet)

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# Postcard

[Download the We Are Main Street postcard](#), print, and take to your events! Encourage community members to write down what Main Street means to them, snap their pic, and share on social channels using #WeAreMainStreet. Stay tuned to Main Street America’s social channels as we spotlight some of our favorites!

If you'd like to take to your local printer, please [download this file](#).



Front



Back



## We Are Main Street Photo Frame

[Download this giant We Are Main Street photo frame](#) in either yellow or green for the perfect photo op!

*We encourage you to take to your local printer as the frame is quite large - 36"Wx48"L with a 24"x24" cutout. We provided options with and without die cut marks that indicate cutout placement. Provide both options to your printer for the best results.*



# Social Media Assets

Get creative and show us some We Are Main Street love on social! Find a [suite of social media assets here](#), including Instagram, Facebook, and Twitter profile photos and banners.

Update your Facebook profile picture with a We Are Main Street frame! Click [here](#) for the white frame and [here](#) for the black frame.





## Sample Social Media Posts



The #WeAreMainStreet campaign celebrates the community members who make our Main Street thrive. Tell us what Main Street Means to you and use #WeAreMainStreet!



Calling all Main Street artists, musicians, and makers! This month, we're celebrating you—the people who breathe life into our district year-round. Share photos or videos of your work on Main Street and tell us what Main Street means to you. Don't forget to use #WeAreMainStreet.



To Laura, Main Street means supporting small business owners. When Laura decided to open her shop, she received a facade grant to ensure her storefront looked great before opening day. It's been three years since she opened her shop on Main Street, and business is going strong!  
#WeAreMainStreet

# Sample Social Media Posts



downtown\_charlevoix • Following Lake Charlevoix Brewing Company

downtown\_charlevoix Wrapping up volunteer month with plenty of appreciation for the people who make Charlevoix Main Street DDA what it is. #WeAreMainStreet

18w



downtownames • Following

downtownames Meet Jade, the owner of @We.the.Dreamerz. To Jade, Main Street is her sense of belonging. Jade loves how welcoming and inclusive all the other shops on Ames Main Street are. She especially enjoys all the collaboration among businesses and the events attracting people from many different places. "Main Street is a great environment to work in" ●●● #AmesMainStreet #WeAreMainStreet #CommunityHappensHere @NatlMainStreet

10w

natlmainstreet ❤️

10w Reply

46 likes

# Shop We Are Main Street

Ready to take your We Are Main Street campaign to the next level and show off your Main Street pride? Get exclusive We Are Main Street swag, available for purchase at <https://shop.spreadshirt.com/we-are-main-street/>



# Questions?

Visit [mainstreet.org/wearemainstreet](https://mainstreet.org/wearemainstreet) or  
email [mainstreetcommunications@savingplaces.org](mailto:mainstreetcommunications@savingplaces.org)



Credit: Saco Main Street



Credit: Woodlawn Business Association

