

FRANCHISE MEANS **LOCAL** GET INVOLVED



CAMPAIGN OVERVIEW

Franchising isn't "big business." It's neighbors, job creators, and local owners behind familiar brands. **Franchise Means Local** celebrates the real people and stories powering businesses across the country.

Your voice brings it to life. Elevate your story, showcase your team and your locations. Join a national campaign showing local ownership is at the heart of franchising.

KEY MESSAGES

Franchise means local.
Behind every brand is a small business owner rooted in the community.

Franchisees create opportunity.
Jobs, training, and growth fuel local economies.

Franchisees invest locally.
We sponsor community efforts, source locally, and give back to neighbors.



Want to be featured in the national Franchise Means Local campaign?

Reach out to Local@franchise.org.



FRANCHISE MEANS LOCAL

SHARE YOUR STORY



Use these ready-to-go ideas as starting points to highlight your story, your team, and your community. A phone and a few quick clips are all it takes: take vertical video, post to whichever social platforms you use, and don't worry about perfection; lending your authentic story to the campaign matters *far more* than production quality. The goal is to show what local ownership looks like in your own way. Whether it's your first time posting a video or you already create social content, every contribution helps bring *Franchise Means Local* to life.

USE THIS GUIDE TO TELL YOUR OWN STORY

Local Ownership

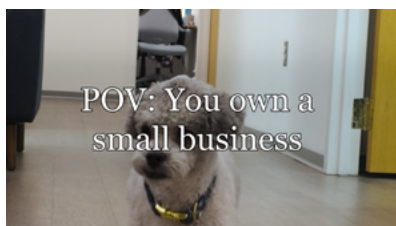
This isn't just a [Brand], it's [Owner's] [Brand].

Community Impact

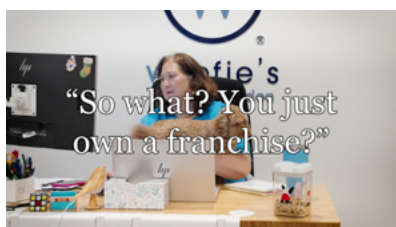
We're proud to hire in [Community] and give back where we live. Here's how we support our neighbors: ____.

Team Spotlights

Say hi to [Employee]! From learning the ropes on day one to becoming a go-to leader, they've grown right alongside our [Community] location.



[Click to watch](#)



[Click to watch](#)



[Click to watch](#)

POV: You own a small business.

Footage: Daily clips of operations.

Message: As an owner, you don't just "manage a location," you take all the risk, make daily decisions, and so much more. Embrace this popular social media trend by giving a behind-the-scenes look at your business from your point of view.

So what? You just own a franchise.

Footage: This trend flips a stereotype. Start with "So what? You just own a franchise." Then debunk it with clips of your storefront, team, and community impact. Highlight quick, emotional moments (an employee's first day, a local event, a happy customer) paired with short text overlays like "My first job" or "Proud to call this home."

Message: Local ownership, local impact, not "big business."

This is [Owner Name]'s small business in [Community].

Footage: Storefront, owner/team, & customers.

Message: Put a face and name to the franchise.

ONCE YOU'VE CREATED YOUR VIDEOS TAG IFA SOCIAL CHANNELS AND SHARE WITH LOCAL@FRANCHISE.ORG FOR AMPLIFICATION.



#FranchiseMeansLocal