



## General “It’s Our Job” Messaging

### Generic Option 1

All our actions, both big & small, have an impact on how fast WNY recovers from the #COVID19 pandemic. We each need to do our part to protect our neighbors, support local businesses, and keep our economy running. #ItsOurJobWNY

Learn more: <https://www.thepartnership.org/ourjob/>

### Generic Option 2

This is Our Home. These Are Our Neighbors. This is Our Responsibility. #ItsOurJobWNY

Learn more: <https://www.thepartnership.org/ourjob/>

### Generic Option 3

Show your love for your neighbors and your community by sharing #ItsOurJob on social media!

Share how you’re socially distancing, how you’re supporting local or whatever you’re doing to keep Western New York bright and vital.

Learn more and find shareable materials here: <https://www.thepartnership.org/ourjob/>

---



## Buy Local Messaging

### Buy Local Option 1

Put your money where your heart is and support our neighbors.

Let's all make an effort to support local businesses so we can come back quicker & stronger than ever. It's our job.

Join the movement & learn more <https://www.thepartnership.org/ourjob/> #ItsOurJobWNY #BuyLocal

### Buy Local Option 2

Now more than ever, each of us has to do our part to keep local businesses open, and our neighbors safe and employed. So put your money where your heart is and #BuyLocal. #ItsOurJobWNY

Find a listing of local businesses to support: <https://www.thepartnership.org/ourjob/>

### Buy Local Option 3

It's important we spend our dollars at locally owned businesses to ensure WNY stays bright & vital.

So put your money where your heart is and support our neighbors. Learn how you can support our economy here: <https://www.thepartnership.org/ourjob/> #ItsOurJobWNY #BuyLocal

### Buy Local Option 4

Why is it important to #BuyLocal?

Local businesses are owned & operated by our neighbors. They're invested in the future of our community, and #ItsOurJobWNY to support them in return.

So put your money where your heart is: <https://www.thepartnership.org/ourjob/>

### Buy Local Option 5

Local businesses are owned and operated by our neighbors. They care about and are invested in our community, and #ItsOurJobWNY to support them in return.

So put your money where your heart is and #BuyLocal.

<https://www.thepartnership.org/ourjob/>

---



## COVID-Conscious Habits Options

### COVID-Conscious Option 1

It's important to wash our hands regularly because it stops the spread of germs and ensures our WNY stays bright & vital. It's all (clean) hands on deck. #ItsOurJobWNY

Join us here: <https://www.thepartnership.org/ourjob/>

### COVID-Conscious Option 2

This is the new face of hope. Wearing a mask in public protects those around us and ensures that Western New York stays bright and vital. #ItsOurJobWNY

Learn more at <https://www.thepartnership.org/ourjob/>

### COVID-Conscious Option 3

When we show up in a mask, we show up for each other. Wearing a mask in public protects those around us and ensures that Western New York stays bright and vital. #ItsOurJobWNY

Learn more at <https://www.thepartnership.org/ourjob/>

### COVID-Conscious Option 4

Being apart is bringing us closer together. When we leave the house, #ItsOurJobWNY to all practice social distancing to ensure our community stays bright & vital.

Learn more at <https://www.thepartnership.org/ourjob/>

---