



Brought to you by
The Del Ray Business Association

What Does This Mean to Me?

1. As a DRBA member, you are receiving this benefit of being spotlighted in our marketing campaign during specified weeks - according to your business category - for the months of January through March.
2. We know how tough winter months can be for business so we are starting this marketing campaign as a “springboard” in hopes of bringing community attention to just how important it is to keep business small and local. We also hope you will collaborate and network with other local businesses.
3. During your specified 2-week block, your business will be featured on the VisitDelRay website, if you so choose to have a video taken that will be distributed on social media and any promotions or collaborations you’re offering will be promoted, too.
4. Help us get the word out! We need volunteers to help distribute 5,000 door hangers throughout our community letting them know how to show their love for Del Ray and its businesses.
5. We are here for you! If you need help with this or any other marketing or promotional efforts, let us know.



Weeks of Promotion and Non-Profit Awareness

January 11-24: *New Year, New You*

Health & Wellness, Physical Fitness, Beauty and Aesthetic Services

Week of January 11 Alexandria Boys and Girls Club

Week of January 18 ALIVE & The Men's House

January 25-February 7: *Get It Together!*

Professional Services, CPA (taxes), Attorneys (wills), Service Stations (auto tune-ups), Animal Services (groomings, check-ups, training), Commercial Real Estate (promote vacancies in Del Ray, open houses)

Week of January 25 Community Lodgings

Week of February 1 DRBA Member Schools: Saint Rita's School, Cora Kelly Elementary School, Alexandria Country Day School, Grace Episcopal School, Mt Vernon Community School PTA, Del Ray Montessori School

February 8-21: *Shop 'Til You Drop*

A huge push to all of our retailers and highlight of all discounts, specials, loyalty programs

Week of February 8: National Community Church - Potomac Yard, Del Ray Kiwanis

Week of February 15: Pawfectly Delicious Dog Treats, PK Move

February 22-March 7: *Eat Your Heart Out*

Restaurants, Sweets Shops, Home Bakers, Catering - encourage Valentine's specials and pre-ordering

Week of February 22: Friends of Guest House

Week of March 1: City of Alexandria Recognition Week: Alexandria Economic Development Partnership, Small Business Development Center, Sheriffs Department, Workforce Development Center

March 8-21: *Spring Cleaning*

Promote cleaning services for homes, curtains/bedding, recycling and safe/eco-friendly disposal programs for prescription drugs, electronics and more

Week of March 8: Del Ray Artisans and Volunteer Alexandria

Week of March 15: YMCA and Velocity Bicycle Co-Op

March 22-April 4: *Explore Del Ray*

Offer self-guided, walking tours of Del Ray (architecture, history, iconic Arts & Crafts cottages, murals, historical markers)

Week of March 22: Art on the Avenue



“To Do” List

1. As DRBA members, let us know how you'd like to participate in this campaign and be promoted! Complete this [Google form here](#) to tell us which category of promotion you'd like to be included, whether or not you'd like to have a video taken/submitted and any other information we should know.
2. Think about letting your customers (and future customers!) know a little about yourself and how their business helps you directly, how you've had to pivot your services because of COVID-19 and what will keep your business going through these winter months.
3. Volunteer by signing-up here through [this Google form](#) and help us distribute 5,000 door hanger flyers, letting our community know about this campaign.
4. Think about what specials, programs and cross-collaborations you can advertise during your category's weeks of promotion.

Examples:

Passionately Pets teamed up with Foundation Fitness for a virtual “Step Challenge” to encourage people to get out there, exercise and be with their best furry buddy! Gifts and services awarded on a variety of levels from both businesses for participation and progress.

Truly Life Eco-Gifts is offering a Resiliency gift set with their soaps, face masks from FLORA Living + Design and one virtual consultation session from Four Directions Wellness.

Can a CPA collaborate with a Counselor to work with clients to make more mindful financial decisions?

5. To locate other DRBA members with whom you can collaborate, visit the website at VisitDelRay.com and select “DRBA Member Directory” on the left side menu. You are able to search by category OR by business name.

