

July 1, 20XX

RE: Shop and sell in our new marketplace – support local!

Attention friends, family, and small business owners:

When you buy or sell in our marketplace, you are collectively helping our non-profit, local businesses and community to thrive. It is truly a win-win for everyone.

**Our marketplace model is different:** We allow individual and business sellers to choose the commission percentage they feel comfortable with, when their item or product is sold.

When you buy local, nearly **\$70 for every \$100** spent stays in our local economy, which can lead to job creation and increased economic growth.

Hence, you have the opportunity to make a positive impact and contribute to our [CITY/TOWN] community in a meaningful way by selling, buying, and sharing.

[ONLINE STORE + MARKETPLACE WEBSITE]

Thank you in advance for your consideration and support!

Sincerely,

[ORGANIZATION NAME]