

HOW TO INCREASE TRADING

-brainstorming workshop at 2015 National LETS Conference

- Have a buddy system to mentor new members into being confident traders
- People needed to keep an eye out for members who have difficulties with the system, ring and help newbies, talk to those who are at trading limits (+/-) and offer help
- Trade Days – make them more interesting and attractive eg with a guest speaker, or door prize. Themed LETS Trade Events – eg produce, clothes swaps, Christmas shopping
- Demystify how the CES process works – booklet (like Catie's from NZ) or other resources to explain more simply
- Promote LETS by getting a TV soapie to incorporate a LETS scenario in the plot
- Trade Days – change the time slot sometimes instead of always the same day & time
- Demand control – introduce some sort of queue for people responding to offers so seller doesn't get too many calls
- Building networks – form some sub-groups eg for permaculture, baby-sitting etc
- Inspirational case studies – publish in newspaper and other media
- Newsletter topic – most unusual trade item
- Hold some social events (not trading) eg cinema outing etc
- On the website can we have categories for Wants listings (like it is for Offerings)?
- Revise Offerings categories – could be improved
- Improve the CES website so it is more user-friendly, like gumtree
- Facebook page – use it to put up offerings and promote to non-members, eg perhaps have a dedicated trading page on Facebook
- A National newsletter for inspiring stories and also for sharing promotional material
- Encourage everyone to browse other exchanges for inspiration in the offerings & wants
- Trading days with practical workshops on topics of interest to attract more people
- Courier system – find transport methods suitable for small groups with low membership, also Drop Off Points in each area
- Promote LETS with ads (eg paper post cards) on physical noticeboards
- Coffee mornings – has worked at Newcastle for increasing LETS membership

- Try to increase goods & services in offerings by recruiting people with services/items in demand
- When publicizing LETS, mention wants that are as yet unfulfilled
- Share best trade news
- Remind members to put up ALL their offers & wants – don't leave it to word of mouth
- Persuade people to enter their transactions (it's discouraging if gifted)
- Circle time at trading events – for brainstorming solutions to problems and help people overcome obstacles to trading
- Sponsorship month idea – new members can join for free if existing members will pay their joining fee in LETS units
- Vouchers – eg gift vouchers for members to give away so non-members can spend at a LETS market and perhaps get the idea and be attracted to join up.
- When a new member joins, be sure to have their first trade on the spot, to walk through the process for them.
- Newsletter / website – publish stories eg NZ wedding story (Catie), road trip (Nicole) etc
- Encourage members to think more broadly about wants, and ask for everything, even obscure goods & services.
- We need more regular joint events across the region, like the 21st birthday 'fete', the no-spend Christmas trade, the conference market etc (not only hub events)
- Newsletter to introduce new members by publishing a short bio.
- It's important for people to recognise their own abundant creativity, gifts & talents. It may be good to hold some workshops with games and exercises to help bring this out in people, especially younger members.
- For promotion, place a mysterious little ad in the local paper to promote LETS, something puzzling that makes readers wonder and want to know what it means.
- ZERO HERO – every year reward members who have been through zero with their balance, eg a prize or free coffee etc, acknowledging that they're a healthy trader.