

# Candy Jar Connection Strategy



## Purpose

Create consistent connections with local businesses by providing an easy reason to visit on a regular basis. These small touchpoints build relationships, strengthen trust, and open the door for future opportunities.

## Supplies Needed

- Clear jar with lid (plastic or glass)
- Individually wrapped candy
- Small note card or laminated card for the bottom of the jar
- Business cards
- Optional: small tag for the outside of the jar

## How It Works

1. **Choose a local business** you want to build a relationship with (restaurant, salon, medical office, auto shop, retail store, etc.).
2. **Prepare the jar**
  - Place a small note card at the bottom of the jar before filling it.
  - Fill the jar with individually wrapped candy.
  - **Best Practice:** Tape the card to the inside bottom or laminate it so it stays clean and professional.
  - Optional: Include a small tag on the outside that says, *“From your friends at (Financial Institution). Enjoy.”*
3. **Deliver the jar** with a friendly introduction:  
“Hi, I’m with (Financial Institution). I just wanted to drop off a little treat for your team. We appreciate everything you do for our community.”
4. **Set a reminder** to stop by monthly (or every few weeks) to refill the jar.
5. **Use each refill as a relationship-building opportunity**
  - Smile and greet the staff.
  - Ask how business is going and look for natural conversation opportunities.
6. **Over time**, your goal is to build trust so the business recognizes you, your associates and your financial institution with friendliness, consistency, and support.

## Important Notes for Employees

- Always ask permission before leaving the jar.
- Keep the visit short and friendly.
- Avoid “selling” during the first few visits.
- Focus on relationships first; business will follow.

## What to Put on the Card (Bottom of Jar)

### Option 1 – Simple and Friendly

When the candy is gone, call me and I will refill it.

(Your Name)

(Your Financial Institution)

(Phone Number)

### **Option 2 – More Fun and Memorable**

Congratulations. You found the bottom of the jar.

Call me and I will be happy to refill it.

(Your Name)

(Your Financial Institution)

(Phone Number)

### **Option 3 – Professional**

We love supporting local businesses.

When this jar is empty, call me and I will be happy to stop by and refill it.

(Your Name)

(Your Financial Institution)

(Phone Number)

### **Option 4 – Short and Cute**

Need a refill?

Call me anytime.

(Your Name)

(Your Financial Institution)

(Phone Number)

## **Put it into Action**

This is more than just candy. It is a simple way to show up consistently, create positive connections, and make a lasting impact with the businesses in your community.

Small, thoughtful actions repeated over time build trust, familiarity, and goodwill. Every visit is an opportunity to strengthen relationships, be remembered, and leave a positive ripple behind.

Remember to be friendly, be consistent, and focus on connection first.

Do this regularly and you will see how even a small gesture can create big, lasting relationships.

