

Who is Central Jersey Cash Mob & How do we function!

It has been advised by other Cash Mobbers in the United States to form a Committee that is part of the Community, but not Small Business Owners that Sell Products or Services for Consumers. For example of qualifying Businesses: Retailer, Farm, Restaurant or Service that the general public would use and appreciate.

It was also advised that these individuals remain anonymous because **the intent of "Central Jersey"** Cash Mob is to help bring Awareness of the Business, Stimulate their cash Flow and hopefully help them grow their business and not bring attention to the why did you pick them.

The "Rules of Cash Mob" can be revised anyway that we feel will have the most impact and so to keep it interesting we are being a "Lot out of the Box" with our approach. Not to reinvent the wheel, but to hopefully help stimulate and draw attention to the right crowd that will return to patron the establishment or tell a friend and help keep their Business going!

Education - most people don't get that over 70% of their \$1 spent in the Community... Stays in the Community and Small Business Owners also personally get involved vs. a box store.

Central Jersey Cash Mob will be \$10 to \$20 focused to appeal to a large audiences and an affordable budget once a Month. For example a coffee shop vs. a restaurant.

Theme is "Cash Mob Monday's" - Since most businesses are slow or closed we felt that this would be a nice way to gauge the impact of all of our efforts. Again, this is Volunteer driven and Community focused to help .. where help is needed! We want to promote the business and provide literature to help.. pass the word and tell a friend!

How Does the Committee Pick.. well a bunch of worthy small businesses are put into the mix and reviewed as to "why" they could use a little boost and then everyone Votes. Not to make it complicated - but keep it fair and how can you really pick.. it's hard.

How Frequent: Once a Month to start and build momentum and not burn things out! This is super important to a business and we want to make this a Fun experience, realistic in implementation (volunteers) and have the most impact!!!! Everyone will have a win/win experience and that is what matters most!