

TIME AS A COMPLEMENTARY CURRENCY

What do you say to recruit new business members?

Every business may have specific services they will be in need of that you can emphasize when you recruit them, but in general you can say something like: Our members provide hundreds of services in all walks of life, anything from office cleaning to accounting or advertising, services that can be especially useful for any business with limited financial capital. Hour Exchange Portland provides a unique way to gain experience and expertise as well as expand an entrepreneur's client base, providing access to over 600 Portland area members. Participating in Hour Exchange does not exclude you from participating in the money market economy, rather it's complementary to it. Many businesses use Hour Exchange for some portion of their activities, which allows them to keep busy engaging and expanding and getting better positioned to come out ahead as the economy improves. Hour Exchange strengthens local community relationships, which strengthens the community's economy in general.

Massage Therapist Lucie P. is a great example of someone who utilized HEP to establish and grow her business. She got access to a new client base through HEP by offering her services for Hours and then alternates each session for HEP members with a payment of cash and then Hours. She spent the Hours she earned to pay for advertisement space in a local newspaper to promote her business beyond the HEP membership. To attract businesses to join and offer services, you need to first figure out what services they are in need of. Every business wants advertising and marketing, so we recommend recruiting local newspapers, like the one run by Jim D. who offered ad space to Lucie P. for Hours. Jim D. uses the Hours he earns to have people distribute his newspaper, saving money and increasing his circulation. Tracy S. has an online newspaper she offers ad space on for Hours, she spends her Hours having member write and proof read articles as well as data entry and office help. When businesses see your organization as not charity but a wise investment of time and resources with great returns, they won't hesitate to sign up and tell their friends.

Sales Revenue Sharing Examples That Support HEP by Giving Back

PRODUCT	MEMBER	FINANCIAL SHARING	SOCIAL GOOD	PROCESS
Greeting Cards	Multiple Artists And Photographers	50-50% Split	Promotes HEP, and local artists	HEP sells in gallery & to local businesses
Time Gallery	Multiple	Members get 75% HEP 25%	Promotes HEP, and local artists	HEP and members run gallery
Hands of Time Pins	Multiple	HEP gets profits Members earn hours	Promotes HEP	HEP sells in gallery and other places
Turn The Tide	Multiple	Not Yet: Grants Possible	Health Care for TDs & Pay it Forward	HEP Referrals: Don't have to be HEP Mem.