

How to encourage Active Trading

- Make the website more user-friendly like Gumtree etc
- Have monthly get-togethers
- Themed LETS Trade Events – produce, clothes swaps, Christmas shopping,
- Demystify how the process works
- Drop Off Points in each area, combined with systems of transporting items between hubs
- Use Facebook page to actively write offers and wants, rather than having to check website or waiting for monthly newsletter
- Bring in new members with valuable skills
- Put up your wants...even the obscure ones
- Have a buddy system to mentor new members into being confident traders
- Ask new members to put an intro about themselves in the newsletter, maybe host/attend a dinner or trade event to get to know their local members
- Newsletter item: most unusual trade