



# Welcome to Little Blue Cart

Welcome to the Little Blue Cart community — we're thrilled to have you with us!

By joining our directory, you're not just listing a business. You're becoming part of a growing network of democracy-driven, socially conscious entrepreneurs who are reshaping the way people engage as consumers.

Together, we're building a space where values and commerce meet. Where customers can find and support businesses that stand for equity, justice, sustainability, and human rights.

Your presence here helps make that vision a reality. Every listing in this directory empowers consumers to make intentional choices and fuels a movement of solidarity-driven spending.

This directory exists to uplift business owners like you; leaders who are walking the walk and showing that ethical businesses are not only possible but powerful. You're now part of a community committed to mutual support and lasting impact.

This welcome package includes links to our Help Center and our Community Guidelines. Please take a few moments to look over the following documents.

Thank you for being part of this movement. We're so glad you're here.

 *Kate & Erin*



# Helpful Resources

## Help Center Links

[How to add a listing](#)

[How to edit a listing](#)

[How to optimize your listing](#)

## Listing Optimization Tips

Description / Word Count:

- For the main business description, aim for 150–300 words.

Images:

- Should have a 3:4 ratio, so 600×800 px or 1200×1600 px for higher resolution. (use tools like Canva to resize)
- Should be under 500 KB for faster loading. (use tools like TinyPNG to compress)
- Avoid text-heavy graphics or square images, as those may crop awkwardly.

Extras:

- Add as many photos as your plan permits for a more complete, engaging look.
- Include your logo for branding consistency.
- Double-check the category, website, and contact info.



# Community Ethics & Guidelines

At Little Blue Cart, we believe shopping is more than a transaction: it's a way to shape the kind of world we want to live in. Our directory is built on trust, integrity, and shared values. To protect that trust, every business listed here agrees to the following **Community Ethics & Guidelines**.

These standards make Little Blue Cart a safe, inclusive, and empowering space for both shoppers and business owners.

## Core Values

All businesses listed on Little Blue Cart agree to uphold these values:

### 1. Equality & Inclusion

- We do not discriminate based on race, gender, sexual orientation, religion, age, or ability.
- We actively foster a welcoming and equitable environment for all customers and employees.

### 2. Democracy & Freedom

- We do not support or fund extremist groups, anti-democratic movements, or policies that restrict rights.
- We stand against political efforts that target LGBTQ+ people, women, and marginalized communities.

### 3. Empowerment of Small & Underrepresented Businesses

- We uplift small businesses and support women-owned, BIPOC-owned, LGBTQ+-owned, and other underrepresented entrepreneurs.
- We believe a diverse business community strengthens us all.

### 4. Integrity & Fair Practices

- We operate with honesty, transparency, and fairness in all business dealings.
- We are committed to ethical sourcing, responsible labor practices, and truthful representation of products and services.

### 5. Conscious Consumerism

- We understand the power of intentional spending.
- We support shoppers in making choices that reflect their values and contribute to positive change.



# Community Ethics & Guidelines

## Business Agreement

By being listed on Little Blue Cart, businesses confirm that they:

- Align with the mission of Little Blue Cart to connect conscious consumers with progressive, anti-Trump businesses.
- Abide by the values and standards outlined in this document.
- Recognize that failure to uphold these commitments may result in removal from the Directory.

## For Shoppers

We publish these guidelines openly so you can shop with confidence. Every business you see on Little Blue Cart has agreed to uphold these standards, ensuring your purchases directly support fairness, democracy, and a future rooted in equality.

## Our Shared Responsibility

Little Blue Cart is more than a directory, it is a community. Together, shoppers and small businesses are proving that every purchase is an act of power. By holding ourselves to these standards, we build a movement that is bigger than any one of us.

**Because when we shop with purpose, we create lasting change.**



# FAQs

**Q: I submitted my business. What is next?**

**A:** First off—yay! We want to feature your business in the best possible light with strong photos, thoughtful copy, SEO love, and links that help shoppers find you. Once it's approved, you will find it on your Directory Dashboard and from there you can edit and manage your listing.

**Q: I submitted a while ago and haven't been added yet. What's going on?**

**A:** We hear you—and we're so grateful for your patience. Right now, the waitlist is a few weeks. Little Blue Cart is currently run by just two people, and each listing takes time to review, build, and polish. We're committed to making sure your business is presented with the care it deserves, so thank you for hanging in there with us!

**Q: Is there any way to get listed faster?**

**A:** Yes! For folks who are ready to jump the line and help support Little Blue Cart's growth: Express Lane Listing. One-time donation. Live on the site in 3 business days. [Base plan to Express Lane plan link](#). [Showcase plan to Express Lane plan link](#).

**Q: How can shoppers find my business?**

**A:** Visitors can search by category, keywords, ownership type (like woman- or BIPOC-owned), or location. The more complete your description, the easier it is for people to find you!

**Q: Can I update my listing later?**

**A:** Yes! Our new directory allows you to sign in and update your business info anytime.

**Q: What if I sell both products and services?**

**A:** You can list under the category that best fits your main offerings — or mention both in your business description to help people know everything you do.

**Q: How does Little Blue Cart ensure Community Ethics & Guidelines are met?**

**A:** Every business that joins Little Blue Cart takes our community pledge — a promise to uphold progressive values of equality, inclusion, and respect. We personally review every application and check out each business to the best of our ability before approving a listing. While we can't catch everything, we take our responsibility seriously. Our community thrives on trust, and we count on our members to live the values they've pledged to represent. If a concern ever arises, we address it quickly and transparently.

**Q: If I'm not approved for Little Blue Cart, can I try again?**

**A:** Absolutely. Sometimes a listing just isn't the right fit yet — and that's okay. If you've updated your business, clarified your messaging, or made changes that bring you in line with our community guidelines, you're welcome to reapply. We love seeing growth, and we're always open to welcoming values-aligned businesses that are moving in the right direction.



## FAQs

**Q: Can I upgrade my listing?**

**A:** Absolutely! You can shine a little brighter by upgrading to a Spotlight or Express Lane Listing — where you can embed a video, add additional photos, and include your other social media links.

**Q: Can I share my Little Blue Cart listing on my socials?**

**A:** Please do! The more you share, the bigger our collective impact. Tag @LittleBlueCart so we can cheer you on. (can you add our social media links here?)

**Q: Does Little Blue Cart directory take a cut of my sales?**

**A:** Nope! The directory is about connection, not commission. We help progressive consumers find you — the rest is all yours.

**Q: How can I get included in things like seasonal buying guides?**

**A:** Keep an eye on our emails and social channels — we love spotlighting our businesses. When we say we're building community, we mean it.

**Q: What happens if I notice a listing that doesn't seem to fit Little Blue Cart's mission?**

**A:** We take that seriously. Please email us at [hi@littlebluecart.com](mailto:hi@littlebluecart.com) and we'll review it right away.

**Q: I found a business selling MAGA or hate-related merchandise — what should I do?**

**A:** Report it immediately. Our platform does not allow items that promote discrimination, racism, or extremist ideologies. We'll review the listing, remove it if necessary, and take steps to prevent similar content in the future.

**Q: Are political or advocacy items allowed?**

**A:** Absolutely — as long as they align with values of equality, democracy, and freedom for all.