



In collaboration with American Express, America's SBDC would like to invite you to become a Neighborhood Champion for Small Business Saturday. Celebrated on the Saturday after Thanksgiving, Small Business Saturday helps small business owners with their most pressing need - getting more customers. As a Neighborhood Champion, you can help raise awareness and support for local small businesses to support your community on the day.



PLAN A COMMUNITY EVENT FOR SMALL BUSINESS SATURDAY!

Last year, over 4,100 Neighborhood Champions participated by:

- Organizing local activities to get their community excited about participating in the day (e.g., a kickoff breakfast to get shoppers out, street fairs to showcase local goods, shuttles to transport shoppers around town and other events)
- Rallying small businesses to participate in the day and encouraging neighbors to go out and Shop Small (e.g., providing small business owners with Shop Small merchandise to promote their business, organizing in store events to help get more customers in the door)
- Promoting Small Business Saturday via social media, in local newspapers and around their town

Looking for ideas and inspiration for how to get started? As a Neighborhood Champion, you will receive monthly emails with downloadable resources leading up to the day to help with planning your Small Business Saturday event. You will also receive a Small Business Saturday Event Kit containing Shop Small merchandise, including items like bags, balloons, and more to help support your community activities.

Sign up to be a Neighborhood Champion today at ShopSmall.com/ASBDC

See [Terms of Participation](#) for additional details.

Apply by Nov 11