



**BE PART OF**  
**SMALL BUSINESS**  
**SATURDAY**  
**NOVEMBER 26, 2011**

... JOIN THE MOVEMENT

## WHAT IS SMALL BUSINESS SATURDAY?

**Small Business Saturday**<sup>SM</sup> is a national movement that marks a day to support the local businesses that create jobs, boost the economy and preserve neighborhoods around the country. First there was Black Friday, then Cyber Monday. Now, Small Business Saturday is an event that drives shoppers to local, independently-owned merchants.

**The inaugural Small Business Saturday, held in 2010, galvanized support across the US:** more than 1.2M Facebook users, 130 small business advocate groups, public and private organizations and government leaders joined the movement.

## WHY DO PUBLIC OFFICIALS AND NON-PROFITS SUPPORT SMALL BUSINESS SATURDAY?



Mayor Michael R. Bloomberg, New York City

- Supports their small business constituents
- Demonstrates commitment to the communities in which they serve
- Creates goodwill within the communities where citizens work and live
- Reinforces the value small business brings to the community

When we support small business, jobs are created and local communities preserve their unique culture.

## DID YOU KNOW:

- 99% of US consumers agree it is important to support the small businesses they value in their communities and 90% are willing to pledge support for a “Buy Local” small business movement like Small Business Saturday<sup>1</sup>;
- In the last 10 months, 93% of the jobs created were by small businesses<sup>2</sup>;
- For every \$100 spent in locally owned, independent stores, \$68 returns to the economy through taxes, payroll and other expenditures<sup>3</sup>.

<sup>1</sup> American Express OPEN survey of consumers

<sup>2</sup> Automatic Data Processing (ADP)

<sup>3</sup> Civic Economics

## WHAT PEOPLE WERE SAYING ABOUT 2010 SMALL BUSINESS SATURDAY:

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- “If you have the opportunity to shop on the Saturday after Thanksgiving, make it a point to visit local small businesses. It really can make an enormous difference for merchants trying to succeed.” – **Michael Bloomberg, Mayor of New York City**
- “‘Small Business Saturday’ is a great idea.” – **Rhonda Abrams, USA Today**
- “This is the beginning of what I think is going to be a beautiful tradition,” said **Cinda Baxter, founder of the 3/50 Project**
- “This was brilliant and gave more to small business than any other organization has so far! Our cottage boutique business may just survive because of it.” – **Dorothy Grady Scott, owner of CBO Boutique, Inc.**
- “This was a movement that was ready to happen,” said **Rosa Sabater, senior vice president of American Express OPEN**, the company’s small business unit. “We just lit the match”

## 2010 SMALL BUSINESS SATURDAY FAST FACTS

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- Small Business Saturday was **featured roughly 3,000 times** by national and local media (including *The Wall Street Journal*, *The New York Times*, *USA Today*, *Huffington Post*, *Forbes*, *PBS Nightly Business Report*, *The Today Show*, *CNN Saturday Morning*, *NBC Nightly News* and many more);
- Media coverage reached an audience of **more than half** of a billion;
- Small Business Saturday became the fastest-rising US Google search associated with the term “small business”<sup>4</sup>;
- **1.2 million Facebook users** “liked” the Small Business Saturday page at [facebook.com/smallbusinessaturday](https://facebook.com/smallbusinessaturday);
- **30,000 tweets** were sent using the hashtags **#smallbusinessaturday** or **#smallbizaturday**;
- **100,000 small businesses** downloaded Small Business Saturday marketing materials;
- **10,000 businesses** signed up for **free Facebook advertising** that ran on Small Business Saturday;
- **200,000 consumers registered** their American Express cards to receive \$25 statement credits when they shopped at a small business on Small Business Saturday;
- **41 elected officials** declared November 27 “**Small Business Saturday**”

## JOIN THE COALITION:

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Building on the success of 2010, we plan to scale this year’s Small Business Saturday by expanding the coalition of supporters and creating more local events around the country. This includes support from policy makers and non-profits who join the movement to motivate constituents through incentives and offers to Shop Small on November 26, 2011!

The coalition will be led by Women Impacting Public Policy, a business advocacy organization representing small businesses. **Join Us!**

## CONTACT INFO:

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<sup>4</sup> Google Insights