

HOST AN EVENT IN YOUR COMMUNITY



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WHERE TO START

Plan an event that's right for your community

This action plan and event checklist is meant to serve as a guide for your efforts, but as a Champion of your community, you know best what gets people excited to come out and shop on Small Business Saturday®. Need ideas? Visit ShopSmall.com and get inspired by downloadable [Event Guides](#).

Reach out to local businesses

Provide businesses in your area with information about the Shop Small® Movement and invite them to be part of your event. Encourage them to find out more at ShopSmall.com.

Work with community organizations

Work with local organizations like the chamber of commerce, business improvement districts and other groups in your community to share ideas and resources to support your event.



A FEW MONTHS OUT

Get local officials involved

Ask your mayor, local officials, and local celebrities to come out to your event and support their favorite places. Their presence can help get people excited about supporting the neighborhood.

Send out a "Save the Date"

Email a reminder to your community to Shop Small on Small Business Saturday and all year long. To help them find places to Shop Small, consider including a link to the Shop Small® Map which shows some of the small businesses in their area.

Promote the day and your event

Share details of your event with your community through local media, flyers, and word of mouth. You can also tweet and post on Instagram and Facebook about your event to get more people involved. See the next page for information on using hashtags.



LEADING UP TO AND ON THE DAY

Distribute Shop Small merchandise

Just before the day, you'll receive a Small Business Saturday Event Kit, compliments of American Express, containing merchandise that will help support your event. Consider organizing a kickoff event or community business walk, during which you can share the items with small businesses and other members of your community.

Decorate your community

Use materials like the Shop Small balloons from your Small Business Saturday Event Kit to decorate the streets and small businesses in your area where permitted. Make sure to coordinate with your local government and let officials know about your plans.

Show love for your favorite places

Spread the word about your event and share where you plan to shop on the day. Then Shop Small with your community to support your neighborhood's small businesses.



AFTER THE BIG DAY

Thank everyone who came out and supported your event

Use social media to thank your community for supporting your neighborhood's small businesses and to encourage them to continue to Shop Small throughout the year.

Share your story

Post pictures and stories of your event on social media to share the memories that you and your neighborhood made on the day.



REMEMBER TO TRACK YOUR IMPACT

During and after your event, take note of your community impact and let us know how you did. This information will help us calculate the overall significance of the Shop Small Movement. Together, we can make each year more meaningful than the last.



REMEMBER TO USE HASHTAGS

When posting on social media, use [#AmexSBSCampion](#) to join the conversation with your Neighborhood Champion community. You should also use [#ShopSmall](#) to help rally shoppers. Feel free to use it in a sentence, at the end of your post or as part of an image. Be sure to use [#SmallBizSat](#) as often as possible to get the word out about the big day.

Thank you for everything you're doing to help make Small Business Saturday a huge success. We're so excited that you're taking part as a Neighborhood Champion!