

ENCOURAGE YOUR COMMUNITY TO SHARE JOY AND

# SHOP SMALL®

ALL SEASON LONG



BY



## HOW TO CONNECT SAFELY WITH YOUR COMMUNITY THIS HOLIDAY SEASON

Mark your calendars – Small Business Saturday® falls on November 28, 2020. The holidays will look a little different this year, and it's more important than ever to help share joy while staying safe.

**As a Neighborhood Champion**, you'll play an important role in making this season one to remember – and you can get started by helping small businesses find new ways to connect to the communities they care about most.

Keep in mind, small business owners can take the lead on implementing digital experiences this year, but you can spearhead the planning process and get creative about how else you can help. **Here are three ideas to spark inspiration:**



### WHITE ELEPHANT GIFT GUIDE

Small business owners can create a gift guide by grouping their quirkiest items into one central place on their website. This is great way to market their existing inventory for the holidays. Next, you'll help them get the word out about their new White Elephant Gift Guide – social media could be the perfect place!



### HOLIDAYS PARTY KITS

Rally small business owners to create pre-made kits featuring everything shoppers might need to host a virtual holiday party at home. These kits could include supplies for decorating holiday cookies or creating DIY holiday cards, ingredients for cooking your favorite holiday meals at home, and much more.



### HOLIDAY COUNTDOWN CAMPAIGN

Team up with your local small business owners to help shoppers count down to the holidays – starting on Small Business Saturday, customers who sign up can receive a daily email with a unique discount code or gift with purchase opportunity.

## HOW TO ORGANIZE

- Get small businesses to participate – a quick email explaining the idea can start the conversation.
- Focus on virtual connection – rally customers on social media, via email, or even on a video chat platform.
- Make it fun! Let them know you're here to make this (virtual!) holiday season extra special.