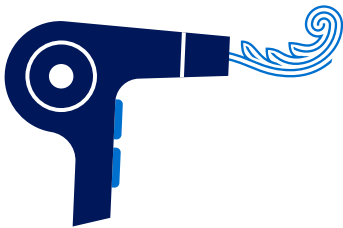


BRING YOUR COMMUNITY TOGETHER WITH SHOP SMALL® VIRTUAL WORKSHOPS

LET'S TAKE THIS ONLINE

Team up with local businesses to host Shop Small Virtual Workshops is a great opportunity to stay connected while being apart. The goal is to help these businesses offer new ways to serve the communities they care about most. This could take many forms, including:



Hairstylists demonstrating a blowout tutorial and selling kits to achieve the look at home.



A local wine shop hosting an online wine tasting with a discount on featured bottles.

Must be 21+. Please drink responsibly.



Small business owners providing insights on how they're navigating this difficult time.

THIS EVENT GUIDE INCLUDES

Promotional Materials

Sample Twitter, Instagram, & Facebook posts
Shop Small logos

Event Materials

Sample email to get small business to participate

HOW TO ORGANIZE THIS EVENT

- STEP 1** Send an email to your neighborhood small businesses to take part in hosting Shop Small Virtual Workshops.
- STEP 2** Schedule participating businesses to lead virtual workshops on their area of expertise.
- STEP 3** Spread the word in your community and on social media by using **#ShopSmall**.
- STEP 4** Host the virtual workshops using a video platform like Instagram Live or Facebook Live.

Pro Tip: Use our sample email to reach out to potential participants – it's a great conversation starter.



BY





JOIN OUR VIRTUAL WORKSHOP



BY





**STAY CONNECTED &
SUPPORT SMALL**



BY





SHOP SMALL[®] VIRTUAL WORKSHOP



BY





STAY CONNECTED WHILE APART



BY

