



Small Business Saturday Tool Kit

“Empowering Small Businesses, Strengthening Communities”

November 30, 2024

Small Business Saturday Tool Kit

Overview

Campaign Theme: *“Empowering Small Businesses, Strengthening Communities”*

[Link to Tool Kit](#)

Campaign Overview:

On Saturday, November 30, 2024, the NASA Office of Small Business Programs (OSBP) will join the national celebration of Small Business Saturday. This day is dedicated to recognizing and supporting the small businesses that form the backbone of our economy and communities. NASA OSBP is committed to fostering growth and innovation among small businesses across the nation and is proud to amplify the achievements of its vendor community on this special day.

Campaign Goals:

- 1. Celebrate and Support** – Highlight the value of small businesses in supporting NASA’s missions.
- 2. Engage** – Boost engagement by featuring NASA OSBP’s support initiatives for small businesses.
- 3. Educate** – Reintroduce valuable resources available to small businesses through NASA OSBP.
- 4. Showcase** – Share inspiring success stories of small business partnerships and highlight agency engagement.

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Key Activities

Key Activities:

- **NASA OSBP Learning Series Replay**

Share a replay of the popular *OSBP Learning Series: Acquisition Forecast & Demo* webinar, showcasing procurement opportunities, the acquisition process, and how small businesses can better position themselves within the NASA vendor database.

- **Focus:** Provide small businesses an opportunity to revisit key insights on NASA's acquisition process.
- **Platform:** NASA OSBP website and social media channels
- **Timing:** All-day access with reminders and links shared at key intervals.

- **Local Visits Highlight Reel and Social Media Posts**

Feature highlights from NASA small business specialists' recent visits to local small businesses. Emphasize the unique contributions of these businesses to NASA's mission, and their impact within their local communities.

- **Content:** Short video clips (30 seconds or less), images, and testimonials from NASA specialists and small business owners.
- **Platform:** Social media (LinkedIn, Facebook, Twitter)
- **Timing:** Begin with teasers a few days before Small Business Saturday and release the full highlight reel on November 30.

- **Engagement and Community Support Campaign**

Encourage followers to share their favorite small businesses, especially those working in STEM and innovation fields. Use the hashtag #SmallBizSaturdayNASA to foster a sense of community support.

- **Platform:** Social media (Facebook, LinkedIn, Twitter)
- **Engagement Prompt:** "Share your favorite small business and tag them using #SmallBizSaturdayNASA to celebrate the impact of small businesses everywhere!"

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Social Media Graphics

Friday, November 29, 2024

NASA OSBP is gearing up for **Small Business Saturday!**

Join us tomorrow as we highlight the essential role small businesses play in advancing NASA's mission and creating a stronger community. [#SmallBizSaturdayNASA](#)

Empowering Small Businesses, Strengthening Communities

SMALL BUSINESS SATURDAY
November 30, 2024

OSBP
OFFICE OF SMALL BUSINESS PROGRAMS
Above and Beyond Goals

Saturday, November 30, 2024

Today is #SmallBusinessSaturday!

Celebrate the impact of small businesses with NASA OSBP and learn how small businesses are helping to fuel space exploration. [#SmallBizSupport](#) [#NASAOSBP](#)

Empowering Small Businesses, Strengthening Communities

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Sample Social Media Posts and Hashtags

Sample Social Media Posts:

- **Pre-Saturday Teaser (Nov 29):**
“NASA OSBP is gearing up for Small Business Saturday! Join us tomorrow as we highlight the essential role small businesses play in advancing NASA’s mission and creating a stronger community. #SmallBizSaturdayNASA”
- **Small Business Saturday Post (Nov 30, Morning):**
“Today is #SmallBusinessSaturday! Celebrate the impact of small businesses with NASA OSBP. Rewatch our *OSBP Learning Series: Acquisition Forecast & Demo* and learn how small businesses are helping to fuel space exploration. [[Link to webinar](#)] #SmallBizSupport #NASAOSBP”
- **Highlight Reel Post (Nov 30, Evening):**
“Our small business specialists visited local vendors across the country, and we’re excited to share their stories! See how these incredible companies contribute to NASA’s mission. #SmallBizSaturdayNASA #SupportSmallBusiness”

Hashtags:

#SmallBizSaturdayNASA
#SupportSmallBusiness
#NASAOSBP
#Innovation
#Community

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