



NASA OSBP Small Business Saturday Tool Kit 2023

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About the Campaign

About Small Business Saturday

Small Business Saturday is an American shopping holiday held during the Saturday after Thanksgiving in the United States during one of the busiest shopping periods of the year. Small Business Saturday is always the last Saturday in November, so it falls between November 24 and November 30. **This year, Small Business Saturday falls on November 25, 2023.**

Overview of NASA Office of Small Business Programs (OSBP) Small Business Saturday Campaign

In recognition of Small Business Saturday NASA OSBP is hosting a virtual online campaign to highlight small businesses that have contributed to the success of NASA missions. Additionally, the campaign features several deliverables.

All of the tool kit material can be found on this SharePoint link:

<https://bit.ly/SmallBusinessSaturday23>

For questions, please contact:

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NASA OSBP Small Business Saturday Campaign at-a-Glance

NASA OSBP Small Business Saturday Tool kit

Social Media Graphic:

- Use the graphic for visual appeal and brand recognition and to promote when sharing information about Small Business Saturday. The James Webb telescope is on the poster because Small Business Subcontractors from 39 states supported the JWST Mission.
- Our second tagline: *Gateway to small businesses* was inspired by the fact that NASA is the gateway to space exploration and knowledge. However, without support of small businesses we would not be able to complete these missions and projects.

Tips + Strategies to Support Small Businesses poster:

- Share this graphic on your social media pages and with other acquisition personnel at your centers.
- This helps to showcase how people can support small businesses.

Small Biz Bingo

- Share Small Biz bingo chart on your social media and fill it out yourself. Please post your results on your social media platforms.
- This bingo chart indicates activities you can do to support small businesses.

Digital poster:

- Share the digital poster to amplify Small Business Saturday during meetings this week share with other acquisition personnel at their centers.
- This digital poster is announcing Small Business Saturday holiday importance and the fact that small businesses contributed to JWST mission.

Virtual Background:

- Show your support by utilizing this virtual background during meetings and calls this week. Share with others in your acquisition community and encourage them to do the same!
- This virtual background portrays the importance of shopping small.

Web story on OSBP and NASA.gov:

- We will issue a web story covering the origins and history of Small Business Saturday; why we celebrate it; and what NASA OSBP has done historically to commemorate the occasion. Once it is published, we will share the link with you.
- You are encouraged to re-share/post from NASA and OSBP platforms as well as share with your center content managers.

Material Link: <https://bit.ly/SmallBusinessSaturday2023>

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NASA OSBP Small Business Saturday Campaign Schedule (Subject to change)

- **Monday, November 20, 2023-** Share the digital poster and article covering origins/history of small business Saturday/why we celebrate it and what NASA OSBP has been doing.
- **Tuesday, November 21, 2023-** Fun Fact post about small business Saturday & Small Biz bingo chart of activities you can do to support small businesses.
- **Wednesday, November 22, 2023-** Guide on how to support small businesses (Tips and Strategies)
- **Thursday, November 23, 2023-** Thanksgiving Day Holiday
- **Friday, November 24, 2023-** Benefits of supporting small businesses- encourage followers to participate in community service or volunteer activities that support local organizations and charities.
- **Saturday, November 25, 2023-** #ShopSupportSustain. The Small Business Specialists can show support of small business, by posting & using this hashtag to share stories and images on how they have benefited from shopping small.

NASA OSBP Small Business Saturday Campaign at-a-Glance

Social Media Graphic



NASA OSBP Small Business Saturday Campaign at-a-Glance

Digital Poster



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Virtual Background Option 1:



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Virtual Background Option 2:



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Tips for Fortifying Small Business Success

TIPS AND STRATEGIES TO SUPPORT SMALL BUSINESSES

1 Shop Local First

Prioritize local businesses for your purchases and services, keeping money circulating within the community.



2 Reviews

Share positive experiences with local businesses through social media, or online reviews.



3 Skill-based Support

Consider offering your professional skills or services to small businesses (e.g., marketing, design, technology).



4 Participate Actively

Try to attend and actively engage in local events hosted by small businesses.



5 Collaborate for Mutual Growth

Small businesses can collaborate on projects, leveraging each other's strengths for shared success.



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Small Biz Bingo



The graphic is a 3x3 grid of bingo-style squares. The top right corner features the OSBP logo (Office of Small Business Programs). The title 'Small Biz Bingo' is centered at the top in a blue serif font. The central square, 'Shop at a Family-Owned Business', is highlighted in a light blue color. The other squares are light beige with black text. The grid is framed by a blue border.

Leave a Positive Review Online	Attend a Local Event or Market	Share a Local Business on Social Media
Try a New Local Eatery	Shop at a Family-Owned Business	Explore a Neighborhood Boutique
Gift a Local Product to a Friend	Choose a Local Coffee Shop Over a Chain	Follow Local Businesses on Social Media

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Support Local Social Media Graphic

SUPPORT LOCAL ORGANIZATIONS AND CHARITIES

JOIN THE VOLUNTEER MOVEMENT!

Be part of a growing movement dedicated to making the community stronger. Your contribution matters, and together we can achieve remarkable things through volunteerism.

MAKE A DIFFERENCE, BE THE CHANGE!

Your time and effort can create a lasting impact on local organizations and charities. Join us in making a positive change in the community!

BE A LOCAL HERO!

You have the power to be a hero in your community. Participate in volunteer activities, and let's work together to address local needs and create a positive impact.

DISCOVER THE JOY OF GIVING!

There's immense joy in giving back. Volunteer your skills, time, or resources to local charities, and experience the fulfillment that comes with making a difference.

CONNECT AND EMPOWER!

Community service is not just about giving; it's about connecting with others and empowering those in need. Help us create a stronger, more supportive community.

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5 Benefits of Supporting Small Businesses

SMALL BUSINESS SATURDAY

5 benefits of investing in your community and supporting small businesses

FOSTERING LOCAL ECONOMY



When you support small businesses, you're directly contributing to the economic growth of your community. Local entrepreneurs create jobs, generate income, and reinvest in the neighborhood.

UNIQUE AND PERSONALIZED PRODUCTS



Small businesses often offer one-of-a-kind, handcrafted, or personalized items that you won't find in large retail chains. By supporting them, you're encouraging diversity in the market and celebrating individual creativity.

COMMUNITY IDENTITY AND CHARACTER



Small businesses are an integral part of what makes each community unique. They contribute to the distinct character and identity of a place, creating a sense of pride among residents.

ENVIRONMENTAL IMPACT



Smaller businesses, with local sourcing and a smaller carbon footprint than large corporations, champion sustainable practices and encourage eco-friendly choices.

PERSONALIZED SERVICE AND CONNECTIONS



When you shop locally, you're more likely to receive personalized service and build connections with the people behind the products. This sense of community fosters trust and loyalty.

Get Social!

Get Social!

Please engage with us by shopping small and making a BIG difference! Share your plan to #shopsmall this season and tag our social media pages (**Twitter/Facebook:** @NASA, @NASAOSBP, and @NASASmallBusiness)

Hashtags:

- #shopsustainsupport
- #SmallBusinessSaturday
- #ShopSmall
- #ShoppingSmall
- #Support