



**America's SBDC Communications & Marketing Committee
2015 Approved Legislative Messaging**

The messaging below was developed by the Legislative and Marketing Committees and approved by the America's SBDC Board for use by all SBDCs. It can be used "as is," in whole or in part, and it can be customized with your SBDC's specific information and statistics. An SBDC can use one sentence, break a paragraph into bullets or use everything to tell the whole story. The idea is to have all SBDCs around the country contributing to the strength of the national network by working together and speaking with the same voice. The Committees encourage everyone to use the America's SBDC logo and key brand messaging to the fullest extent possible. We suggest using "America's SBDCs" or "America's SBDC network" when referring to the national program; use America's SBDC when referring to the association.

Goal: For legislators to see the value of the America's SBDC network and increase funding

Market: Congress, other legislators, key stakeholders

Message: America's SBDC network is the nation's proven, cost-effective and accredited network focused on small businesses – America's job creators

Headline Options:

Thank You For Helping Us Move Our Economy Forward

Thank You For Supporting America's Job Creators

Intro/Summary Info:

Small businesses are job creators and innovators. Supporting their formation and growth moves our economy forward and makes our communities healthier. Strong federal funding for America's SBDCs leverages the continuation of the nation's largest and most effective small business assistance program. The America's SBDC network is the nation's proven, cost-effective, and accredited network focused on small businesses—America's job creators.

Over 1000 SBDC locations across the country --

- Over _____ professional SBDC business advisors hosted at leading colleges and universities ready to help
- SBDCs provide local businesses and entrepreneurs with the resources they need to thrive, compete and succeed

America's SBDCs play the leading role that small businesses rely on—

- Helping access capital
- Identifying market opportunities including exports
- First responders when disaster strikes

America's SBDCs /The America's SBDC network offer No-Cost Business Advising and Low-Cost Business Training --

- All stages, all types, all industries—all across the country
- All areas of business assistance
- National and International Partners

America's SBDCs /The America's SBDC network national team of business advisors ready to assist entrepreneurs --

- Over 5000 certified international business professionals helping to sell more American made products around the world
- Providing service to minorities, women and veterans is a priority
- Driving regional economic strategy and tech commercialization across the country

America's SBDCs /The America's SBDC network are accountable and produce measured and verified results

- Verify small business results and investments
- Track jobs created, new business starts, products exported
- National Accreditation Standards ensure quality processes throughout the network

Specific/statistical messaging, to be updated each year:

1. America's SBDCs /The America's SBDC network is a powerhouse in job creation and economic impact
 - Economic impact in every district
 - One job created every 7 minutes
 - A new business every 36 minutes
 - \$100,000 in new sales every 20 minutes
 - \$100,000 in capital every 13 minutes
2. America's SBDCs /The America's SBDC network stands apart from other federal business-related programs
 - The SBDCs are an example of the best practices suggested by GAO as compared to other economic development programs
 - America's SBDCs /The America's SBDC network measures and verifies economic impact
3. America's SBDCs /The America's SBDC network generate more revenue than they cost
 - Over \$2:1 ROI in additional federal tax revenue... consistently, for over 20 years
 - Federal funds attract and leverage corporate investments in the SBDC
4. America's SBDCs /The America's SBDC network assists businesses in responding to opportunities and crises

- SBDC certified international business consultants help companies begin and expand exporting of American products and services around the world
- SBDC professionals identify new market opportunities for businesses
- SBDCs help companies recover from a disaster
- SBDC experts help entrepreneurs turn innovative ideas into commercial sales

