



## Small Business Development Centers

*Helping businesses start, grow, and prosper.*

# Branding and Marketing Policies

As the only statewide, nationally accredited public/private partnership providing high quality business management education, consulting and information resources to empower new and existing businesses, the Pennsylvania Small Business Development Centers (SBDC) communicates with a wide range of constituents in several diverse communities. These include potential and current clients, key stakeholders including elected and appointed government officials, business and economic development organizations, host universities, and primary and potential funding partners. As a result, the consistent and effective use of the Pennsylvania SBDC identity plays an important role in strengthening the visibility and uniqueness of this program and building our brand strength.

This guide outlines the minimum marketing materials that each center must have, the minimum usage of the Pennsylvania SBDC brand elements and the minimum content that must be included within each of the external communication items that are commonly used throughout the Pennsylvania SBDC network. The purpose of this is to assure all centers are communicating a consistent and coherent message that is helping to build the Pennsylvania SBDC brand.

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### Lead Office Marketing Responsibilities include, but are not limited to:

- Promoting the services and impact of the Pennsylvania SBDC network to key stakeholders.
- Developing/revising and distributing all network-wide marketing materials including program website, economic impact fact sheets, brochures, calendar of events, success stories, annual reports, etc.
- Coordinating and publishing the semi-annual and annual reports to SBA.
- Producing the *SBDC Advisor* e-newsletter four times per year.
- Creating/strengthening relationships with other statewide and regional economic development, professional and membership organizations.
- Engaging in the development of relevant statewide/regional economic development activities through participating in relevant statewide and community organizations, groups, associations, etc., and attending events involving economic development planning.
- Maintaining positive relationships with partnering universities and colleges.
- Fostering effective intra-network communications through establishment and maintenance of the Hub (network Intranet), staff visits to centers, maintaining and updating the staff directories as required, etc.
- Educating and establishing relationships with elected and grant officials at the state and federal level on services and impact to obtain sufficient operating resources.
- Engaging in relevant economic development activities in the state by participating in pertinent economic development meetings and networking with community leaders, bankers, etc.
- Developing partnerships with economic and business associations and organizations, corporate partners and other outside groups as a source of client referrals and co-sponsorship of seminars.

### Center Marketing Responsibilities include, but are not limited to:

- Developing and distributing pertinent marketing brochures and educational programming schedule materials.
- Promoting the center's services and impact through media and PR activities to relevant stakeholders and clients, such as Grand Openings.
- Creating and maintaining a website or web pages within a host institution's website.
- Educating assigned regional, state and federal legislators on the services and impact of the center's activities.
- Engaging in relevant economic development activities in their service area by participating in pertinent economic development meetings and networking with community leaders, bankers, etc.
- Developing partnerships with economic and business associations and organizations, corporate partners and other outside groups as a source of client referrals and co-sponsorship of seminars.

## Branding Standards

The consistent and effective use of the Pennsylvania Small Business Development Centers identity plays an important role in **strengthening the visibility and uniqueness of this program and building our brand strength.**

The following Identity Standards Guide provides detailed instructions on the use of the various elements of the SBDC brand and identity program.

Individual center artwork of the various configurations of the SBDC signature (logo) has been produced for each center and are available for download on the Hub in the Documents Section under the Marketing Folder. The logos may be downloaded from the following link: <http://sbdc.myintranet.com/intranet/documents/#list/102>

### Required Marketing Materials for All Centers

Each center is required to produce and maintain with current information the following:

- **Website or webpages within host institution website**
- **Signage**
- **[Business Cards](#)**
- **Email Signatures**
- **[Letterhead](#)**
- **[Envelopes](#)**
- **[Success Stories](#)**

All templates can be found on the Hub under the Documents section in the Marketing/Guidelines and Policies/Identity System folder. To view the folder, click here:

<http://sbdc.myintranet.com/intranet/documents/#list/73>

### Required Forms and other Materials

Each center is required to use the following forms in delivering services:

- **[Request for Consulting](#) (641 Form)**

### Optional Marketing Materials

The following items are examples of some of the most commonly used marketing and communications materials used throughout the SBDC network. Centers are not required to produce these materials, but are encouraged to in order to provide information on the program to clients and stakeholders. Templates of each type of material (when available) are linked to their location on the Hub below.

- **[Course Presentations](#) (slides) & Handouts**
- **[First Step Announcement](#)**
- **[Event Announcements – Print](#)**
- **Event Announcements – Email**
- **Conference Materials, Handouts, Guidebooks, Checklists**
- **Folders**
- **[Brochures](#)**
- **Newsletters, Annual Reports, Postcards, Newspaper Ads, Invitations, Calendars, Posters, Catalogs etc.**
- **[Press Releases](#)**
- **Radio Ads**
- **Videos**
- **Banners (Template available upon request to Lead Office)**
- **Tradeshow Displays**
- **Staff Name Badges (Template available upon request to Lead Office)**
- **Awards**
- **Web Banners/Graphics**

## Core Content Requirements

This section outlines the core content that is to be included in each of the different types of marketing materials, forms and other communications materials developed by centers.

## REQUIRED MARKETING & COMMUNICATIONS MATERIALS

### **Website** (recommended content) – *See pages 4-7 - 4-14 for more detailed information*

- Homepage must include the SBDC signature (logo) and the relationship line
- Mission and program history, overview of staff and their qualifications
- Location, directions and contact information of the center and outreach offices, and hours of operation
- Services Description:
  - Consulting Services
    - Targeted Services descriptions
    - What to Expect
  - Educational Programs: calendar listing, registration, overview of programming
  - Business Information Resources (links to other useful websites)
- Services Summary – clients served, entrepreneurs trained, and other relevant statistics
- Impact, Success Stories and Client Quotes
- Voter Registration information
- FAQ
- Funder recognition
- Copyright, SBA partnership and non-discrimination language on every page.
- Suggested Additional Items
  - News: press releases, annual report, newsletters, etc.
  - Tools and checklists – can be done through linking to the statewide network's website (<http://pasbdc.org/resources>)

### **Signage** (must use standard format)

- Must use SBDC signature (logo) and sponsors' logos: Host institution, DCED (PREP), SBA, ASBDC

### **Business Cards** (must use standard format)

- Must use SBDC signature (logo)
- Must include the position statement
- Use of relationship line is recommended but optional

### **Email Signatures**

Should include:

- Name
- Title
- Center signature (logo), or center name
- ASBDC logo
- Contact information

**Letterhead** (must use standard format)

- Letterhead that is not official university stationery must use the network template for letterhead in accordance with the SBDC Branding Guidelines. Print files and Word templates can be downloaded from the network intranet.
- University letterhead, when used, must include the position statement (Helping businesses start, grow, and prosper) and the relationship line (an accredited affiliate of the national network of Small Business Development Centers). Contact the Lead Officee with questions or to discuss acceptable solutions.

**Envelopes** (must use standard format)

- SBDC envelopes that are not official university stationary, must use the network template for SBDC envelopes using the SBDC Identity

**Success Stories** (must use standard format) - *See page 5-14 for template*

- Must use SBDC signature (logo) and relationship line
- Should be formatted according to template

**REQUIRED FORMS AND OTHER MATERIALS**

**Request for Consulting (641 Form)**

- Must use SBDC signature (logo)
- Use of relationship line is optional
- Minimum standard content are outlined in the Policies and Procedures Manual (additional content may be added)

## OPTIONAL MARKETING MATERIALS

### Course Presentations (slides) & Handouts\*

- Must use the SBDC signature (logo); should be on each slide
- SBDC program overview, including notice of how the program is funded
- Information on the consulting services available throughout the network, including the specialized programs
- Use map of centers if possible
- Should acknowledge funders with their logos if space permits

### First Step Announcement

- Must use the SBDC signature (logo) and relationship line
- Should use standardized content

### Event Announcements – Print\*

- Must use SBDC signature (logo)
- Use of relationship line is optional
- Must acknowledge funders with their logos per the Policies and Procedures Manual

### Event Announcements – Email\*

- Must use SBDC signature (logo)
- Use of relationship line is optional
- Must acknowledge funders with their logos that are hyperlinked to their sites
- Must include Opt-out information and center address, see section 1-W of the Policies and Procedures Manual for more detail
- Must include a link to the center's website

### Conference Materials, Handouts, Guidebooks, Checklists\*

- Must use SBDC signature (logo)
- Use of relationship statement is optional
- Should acknowledge funders with their logos if space permits
- SBDC program overview, including notice of how the program is funded
- Information on the consulting services available throughout the network, including the specialized programs
- Use map of centers if possible

### Folders

- Must use SBDC signature (logo)
- Use of relationship statement is optional

### Brochures\*

- Must include the position statement and the relationship line
- Should use the SBDC signature (logo) unless prohibited by the university
- Should acknowledge funders with their logos if space permits

**Newsletters, Annual Reports, Postcards, Newspaper Ads, Invitations, Calendars, Posters, Holiday Cards, Catalogs etc.\***

- Must use the new signature unless prohibited by the university
- Use of relationship statement is optional
- Should acknowledge funders with their logos if space permits

**Email Versions**

Must include Opt-out information and center address, see section 1-W of the Policies and Procedures Manual for more detail  
Must include link to the center's website

**Press Releases\***

- Must include language on the center's services, funders, and role within the statewide network

**Radio Ads**

- Use the position statement
- Use of the relationship statement is optional

**Videos\***

- Must use SBDC signature (logo)
- Use of relationship statement is optional
- Must acknowledge funders with their logos

**Banners**

- Must use SBDC signature (logo)
- Use of relationship statement is optional

**Tablecloths**

- Must use SBDC signature (logo)
- Use of relationship statement is optional

**Tradeshow Displays**

- Must use SBDC signature (logo)
- Use of relationship line is optional
- Must acknowledge funders with their logos

**Staff Name Badges**

- Individual staff name badges that are not official university name badges, must use the network template for SBDC name badges using the SBDC Identity

**Awards**

- Must use SBDC signature (logo)
- Use of relationship statement is optional

**Social Media Platforms\***

- Must use SBDC signature (logo)
- Use of relationship statement is optional

**\*Exception:** Do not use SBA logo on any materials that contain any editorial content. See Policies and Procedures Manual for additional information.



	Signature (Logo)	Relationship line	Position Statement	Funder Language	SBA Logo*	DCED Logo	University Logo	ASBDC Logo	Colors	Fonts	Copyright	NOTES
X= Required O= optional, but recommended												
Website	X	X	X	X	X	X	X	X	X	X	X	
Signage	X	X	X		X	X	X	X	X	X		
Slides & Handouts	X	X	X	X	X	X	X	X	O	O		
Event Announcements - Print	X	O	X	X	X	X	X	X	O	O		
Event Announcements - Email	X	X	X	X	X	X	X	X	O	O		hyperlink logos
Request for Consulting	X	O	O						O	O		see minimum standard questions
Press Releases	O	O	O	X						O		
Business Cards	X	X	X						X	X		use network template
Letterhead	O	X	X						O	O		use network template
Envelopes	O								O	O		use network template
Brochures	X	X	X	X	X	X	X	O	O	O		
Tradeshow Displays	X	O	X	X	X	X	X	O	O	O		
Newsletters, Annual Reports, Postcards, Newspaper Ads, Invitations, Calendars, Posters, Holiday Cards, Catalogs, etc.	X	X	X	X	X	X	X	O	O	O		
Radio Ads		O	X									
Videos	X	O	X	X	X	X	X	O	O	O	O	
Awards	X	O	X						O	O		
Banners	X	O	X						O	O		
Folders	X	X	X						O	O		
Conference Materials, Handouts, Guidebooks, Checklists	X	X	X	X	X	X	X	X	O	O	O	
Success Stories	X	X	X		O	O	O	O	X	X		use network template
First Step Announcement	X	X	X	X	O	O	O	O	O	O		use network template
Staff Name Badges	X											use network template
Social Media Platforms	X	O	O						X	O		

### Suggested Website Content

- Mission, Program History, Overview of Staff and their qualifications

#### **Mission**

The mission of the [Host Institution] Small Business Development Center is to grow the economy of [local service area] by providing entrepreneurs and small business owners with the knowledge needed to make smart decisions and prosper.

#### **Program History**

The Small Business Development Center at [Host Institution] was established in [year]. The [Host Institution] SBDC is one of [18 Small Business Development Centers in Pennsylvania](#) [link underlined text: [www.pasbdc.org](http://www.pasbdc.org)] and is an accredited affiliate of the [national network of Small Business Development Centers](#) including supplemental technology accreditation. [link underlined text: [www.asbdc-us.org](http://www.asbdc-us.org)]

The [Host Institution] SBDC provides consulting services and educational programs to entrepreneurs looking to start or grow a small business in [list] Counties. From helping aspiring entrepreneurs turn ideas into businesses, to helping small firms expand, to providing the information every business person needs to make critical decisions, the SBDC is the resource entrepreneurs in all industry sectors can turn to for help - help that can make the difference between success and failure.

#### **Staff Expertise**

All business consulting services are provided by our staff of highly qualified consultants. In addition to practical experience in operating small businesses themselves, our staff have more than [# of combined years of experience] years of business experience and hold degrees in [list advanced degrees]. The [Host Institution] SBDC also taps the expertise of industry experts, successful entrepreneurs, and other business professionals to deliver its educational programs.

#### **Statewide SBDC Network**

The [Host Institution] SBDC is part of the Pennsylvania Small Business Development Centers Network, the only statewide, nationally accredited program providing high quality one-on-one consulting, education and information resources to empower new and existing businesses. The SBDC program is a public/private partnership with the U.S. Small Business Administration, the Pennsylvania Department of Community and Economic Development and 18 universities and colleges across the Commonwealth.

○ **Services Description:**

**Consulting Services**

The [Host Institution] Small Business Development Center provides no cost, confidential consulting services to aspiring entrepreneurs and small business owners. Whether you need help identifying local markets for your business, are developing a business plan and want a second opinion, or have compliance issues you'd like to clarify, SBDC consultants are ready to help you grow your business.

The SBDC's one-on-one management consulting emphasizes education and guidance in finding practical solutions to business problems. Business consulting is confidential and provided at no charge by a staff of skilled professionals.

Consulting areas of expertise include:

**Business/Strategic Planning**

- Business Viability Assessment
- Market Analysis & Competitive Research
- Business Plan Development
- Strategic Planning
- Commercialization of Technology
- Business Structure

**Capital Acquisition**

- Financing options
- Loan Packaging
- Equity Options

**Financial Management**

- Accounting & Recordkeeping
- Financial Management & Analysis
- Taxes

**Targeted Assistance**

- Online Business
- Government Marketing
- International Trade
- Shale Energy
- Business Disruption
- Affordable Care Act

**Marketing**

- Customer Service
- e-Commerce
- Market Research
- Marketing Materials/Promotion
- Marketing Plan Development
- Social Media

**Environmental Management**

- Environmental Regulatory Compliance
- On-site Assessments
- Emissions Calculations
- Permit & Plan Preparation Assistance
- Record Keeping & Reporting Assistance
- Greening Your Business
- PA Material Trader

**Operations**

- Developing Policies and Procedures
- Inventory Control
- Quality Control
- Cost Control

- Regulatory Assistance
- Information Technology

#### **Human Resources**

- Attracting, Hiring & Managing Employees
- Compensation

#### **Technology**

- Technology Commercialization & Marketing

- SBIR/STTR Proposal Preparation Assistance
- Product Feasibility Analysis
- Product Development/Engineering Services

#### **Industry-Specific**

- Manufacturing
- Retailing
- Service

### **Targeted Services**

The SBDC also offers services to small business owners through a number of specialized programs. These programs provide assistance in areas requiring greater depth of knowledge and experience beyond standard business management expertise.

**[Environmental Management Assistance Program](http://askemap.org/)** [hyperlink text: <http://askemap.org/>] (EMAP) - The Environmental Management Assistance Program provides statewide no-cost and confidential assistance with environmental regulations. EMAP environmental consultants conduct on-site assessments and assist with understanding environmental regulations and preparing emission calculations and permit applications. EMAP also helps small businesses “Go Green” and become more sustainable, identifying opportunities for cost savings and pollution reduction. The SBDCs and EMAP also host the business to business exchange, the **[Pennsylvania Material Trader](http://www.materialtrader.org/)** [hyperlink text: <http://www.materialtrader.org/>], which provides an opportunity for small business to save money on raw materials and waste disposal costs.

**[Government Marketing](http://pasbdc.org/government/)** [hyperlink text: <http://pasbdc.org/government/>] - To help companies procure contracts with the federal, state, local and quasi-government agencies, Government Marketing services are available statewide to small businesses looking to diversify their sales streams. Business owners will learn how to register with government databases, find contracts through Pennsylvania SBDC's online Bid Match service, and gain feedback on developing government proposals. To learn more about Government Marketing services in southeastern Pennsylvania, visit the **[Southeast Pennsylvania Procurement Technical Assistance Centers](http://pasbdc.org/government/)** (PTAC) [hyperlink text: <http://pasbdc.org/government/>]. For businesses located outside of Southeastern Pennsylvania, contact your **[local SBDC](http://pasbdc.org/centers/)** [hyperlink text: <http://pasbdc.org/centers/>] to learn more about procurement resources available in your region.

**[Technology Commercialization](http://pasbdc.org/technology/)** [hyperlink text: <http://pasbdc.org/technology/>] - The SBDCs assist small businesses in Pennsylvania looking to determine the viability of technologies, obtain financing, or introduce new technologies to market. The Pennsylvania SBDC is a member of the **[Innovation Partnership](#)**

[hyperlink text: <http://innovationpartnership.net/>] (IPart), a consortium of economic development and business assistance organizations located throughout the Commonwealth of Pennsylvania whose collective goal is to help early-stage technology companies in Pennsylvania secure federal funding opportunities. Through IPart, small businesses have access proposal preparation assistance including pre-proposal technical reviews and funding assistance for proposal preparation.

**International Business** [hyperlink text: <http://pasbdc.org/international>] - The SBDC can help established businesses grow their business overseas by helping to develop and implement exporting strategies for increased sales. Services offered by certified international trade consultants include helping companies assess their international trade readiness, evaluating products or services for export potential and helping to identify the best foreign market opportunities. Assistance is also available to develop strategic and marketing plans, identify foreign sales agents and distributors and review trade procedures and regulations. Businesses are also able to learn more about technical and regulatory standards, trade financing and risk management in addition to foreign trade missions and international trade show opportunities.

**Shale Energy** [hyperlink text: <http://pasbdc.org/services/targeted/shale-energy>] - Small businesses, regardless of proximity to a primary drilling location, may be able to take advantage of Marcellus Shale supply chain opportunities to grow their business. Through a strategic business plan to enter the market, savvy business owners are able to find new opportunities in this expanding industry in Pennsylvania.

**Affordable Care Act** – [hyperlink text: <http://pasbdc.org/ppaca>] Find the latest updates and information on the Patient Protection and Affordable Care Act and how it affects your small business. From questions & answers for small businesses, to online ACA 101 webinars, the SBDC will help your business stay current on the most integral parts of the new Health Care law.

### **What To Expect**

As a client of the [Host Institution] Small Business Development Center, you have the right to expect the following out of your consulting engagement.

#### **Consulting Assistance Provided at No Charge**

Because the SBDC program is supported by funding from the U.S. Small Business Administration (SBA), the Pennsylvania Department of Community & Economic Development (DCED), host institutions and other funders, consulting is provided to you at no charge. However, SBDC capacity is limited and business consultants are only able to work with a set number of clients at any one time.

#### **Personalized Approach**

After attending the “First Step” course, you can request a meeting with an SBDC consultant who will work to understand your needs, access SBDC services, and develop a customized work plan. SBDC consultants do not do the work for you, they provide guidance, information, advice and resources that you, the business owner, need to successfully manage and grow your business.

**Confidentiality of Information Provided**

All SBDC representatives agree to abide by the Pennsylvania SBDC's Code of Professional Conduct. Information you provide will be held in strictest confidence and will not be released to any parties outside of the Pennsylvania SBDC network without your prior approval.

**Non-Disclosure of Trade Secrets**

Sensitive trade secrets pertaining to unique facts of your business will not be used to benefit another client of the SBDC or any SBDC representative. SBDC clients understand that it is their responsibility to inform the SBDC of any such trade secrets.

**Assistance, Guidance and Education**

The SBDC program is an educational program. The SBDC will work with you on your specific issues to help build your management skills and knowledge. It is your responsibility to accept and implement recommendations. The SBDC will not negotiate on your behalf, write your business plan or act as an employee of your business.

**Professional Advice**

SBDC staff are experienced business management advisors. Many possess first-hand business experience and hold advanced degrees in business management, law, engineering and have helped thousands of small business owners launch and grow their businesses.

**As an SBDC client you are responsible for:**

**1. Participating in Surveys** - Because this program cares about the quality of services provided, and because it is primarily funded with public support, the SBDC undertakes a number of initiatives to ascertain the quality and impact of services provided to you. Your candid feedback is critical to the long-term success of this program. You will be asked to participate in an annual client questionnaire sent at/near the end of the calendar year. Your consultant will provide you with a copy of the client questionnaire upon request.

**2. Informing Legislators About Your Service** - Consulting services are provided at no charge to you because of the financial support of the U.S. Small Business Administration (SBA), the Pennsylvania Department of Community & Economic Development (DCED), host institutions and other funders. To ensure the SBDC program will be able to sustain its program into the future, we ask that you to write to your legislators to let them know about your experience with the program. To find your legislator, visit the [Pennsylvania General Assembly](http://www.legis.state.pa.us/cfdocs/legis/home/findyourlegislator/index.cfm?) [hyperlink text: <http://www.legis.state.pa.us/cfdocs/legis/home/findyourlegislator/index.cfm?>] "Find Your Legislator" tool and enter your business address. Be sure to ask your local SBDC for a copy of a support letter template and also provide a copy to the center.

**3. Accepting Responsibility and Waiving all Claims** - In recognition that you are ultimately responsible for the success or failure of your business and that all decisions pertaining to implementing plans and operating your business are solely your responsibility, you agree to waive any claims of damages against the [Host Institution] SBDC and the Pennsylvania SBDC program, the U.S. Small Business Administration, and the Pennsylvania Department of

Community and Economic Development, based on any advice or information provided by the SBDC.

- o **Educational Programs: calendar listing and registration information**

### **Educational Programs**

SBDC courses, seminars and conferences provide topical, practical information on a wide variety of business topics and are designed to educate entrepreneurs about new and innovative management procedures. Programs teach basic business skills as well as more advanced and specific business management. These low cost workshops feature experts and leaders from industry, government, higher education, and professional associations.

One of our most popular educational programs is “The First Step” which is a great place for aspiring entrepreneurs to learn about all of the aspects of starting and launching a business. [\[Insert information on center-specific educational programs\]](#)

To find SBDC educational programs in your local area, visit the [Pennsylvania SBDC Events Calendar](#). [hyperlink text: <http://pasbdc.org/events>]

- o **Business Information Resources (links to other useful websites)** – Centers are encouraged to link to the following resource pages on the Pennsylvania SBDC website.

### **Business Information Resources**

[Business Planning](#) [hyperlink text: <http://pasbdc.org/resources/start-up>] - Starting a new business requires extensive planning and preparation. You will likely have many questions as you begin the process of starting your venture. But before you speak with a professional SBDC consultant, or attend an SBDC educational event, you may want to explore certain topics your own.

[Online Learning](#) [hyperlink text: <http://pasbdc.org/resources/online-tutorials>] - Can't make it to one of our workshops? Here you'll find online tutorials covering a range of topics, with targeted content responding to several critical areas for small businesses. The best part? It's all available 24/7—and free.

[Business Loans](#) [hyperlink text: <http://pasbdc.org/resources/loans>] - While the SBDC does not provide financing or loans, we do work with you to provide you with the tools to best finance your small business. Visit this page for resources about the financing and loan options available for small businesses.

[Taxes](#) [hyperlink text: <http://pasbdc.org/resources/taxes>] - In addition to federal income tax, businesses are subject to various types of state and local taxes, including income, franchise and/or sales taxes. If you have employees, you have payroll taxes – not just payments but information filings to the government and your employees. Many businesses also face specific excise taxes. Even your type of business (sole proprietor, partnership, LLC) affects your taxes.

[Business Disruption](#) [hyperlink text: <http://pasbdc.org/business-disruption>] - The SBDC knows that small businesses are the economic anchors in the community. Therefore, it is critical that business owners have business disruption and continuity plans in place to mitigate the impact of any type of business interruption, especially natural disasters.



[Online Business](http://pasbdc.org/resources/online-business) [hyperlink: <http://pasbdc.org/resources/online-business>] - Is your business looking to grow or expand its online presence? SBDC business consultants can provide your company with a comprehensive website analysis and help develop your online marketing strategy. Training on website optimization and the latest e-commerce technology will help you gain the knowledge you need to attract new customers online.

[Affordable Care Act](http://pasbdc.org/ppaca) [hyperlink text: <http://pasbdc.org/ppaca>] – Stay up to date on the provisions of the Patient Protection and Affordable Care Act. Visit this website for ACA frequently asked questions, resources from government agencies such as the IRS and Health and Human Services, and links to view ACA webinars for small business.

[Small Business Stats](http://pasbdc.org/resources/small-biz-stats) [hyperlink text: <http://pasbdc.org/resources/small-biz-stats>] - As experts in small business, we routinely get asked information about statistics and research information about small businesses in Pennsylvania and across the U.S. This page posts the most up to date information to answer your questions.

#### o Services Summary

##### Services Summary

In [Year], the [Host Institution] Small Business Development Center provided the following services:

- [ ] hours of business consulting to [ ] entrepreneurs and small businesses
- [ ] educational programs attended by [ ] entrepreneurs and small business owners
- Answered [ ] requests for information and assistance
- Helped clients obtain \$ [ ] in start-up and expansion capital

Each year, the data above from the [Host Institution] SBDC contributes to the statewide services summary which can be viewed by visiting the [Pennsylvania SBDC Statewide Services Summary](http://pasbdc.org/results/services-summary) [hyperlink text: <http://pasbdc.org/results/services-summary>].

#### o Impact, Success Stories and Client Quotes

##### Impact

By providing entrepreneurs and small businesses with the tools they require to build and grow successful businesses, the [X] Small Business Development Center is having a positive impact on the Commonwealth.

In [Year], the [Host Institution] SBDC helped clients achieve the following:

- Launch [ ] new businesses
- Create [ ] new jobs and save [ ] jobs
- Increase sales by \$ [ ]
- Sell \$ [ ] of products and services overseas
- Obtain \$ [ ] in government contracts

The [Host Institution] SBDC's efforts contribute significantly to the overall [impact of the Pennsylvania Small Business Development Center](http://pasbdc.org/impact) [hyperlink: <http://pasbdc.org/impact>] program.



○ Voter Registration information

**Register to Vote!**

Make a difference for your community and business by voting in Pennsylvania. To learn how to become a registered voter in Pennsylvania, visit the [Votes PA](http://www.votespa.com) [hyperlink: <http://www.votespa.com>] website. Let your voice be heard!

○ FAQ – suggest simply link to the Pennsylvania SBDC's, which is excerpted below:

**Frequently Asked Questions**

Starting or growing a business is hard work. You certainly will have plenty of questions along your journey. And depending on the stage of your idea or business, those questions will change, sometimes frequently. Fortunately the SBDCs are here to help, click on the categories below to learn more about your specific question.

- [Starting a Business](http://pasbdc.org/resources/faqs/business-basics#Starting_a_Business) [http://pasbdc.org/resources/faqs/business-basics#Starting\_a\_Business]
- [Business Plans](http://pasbdc.org/resources/faqs/business-basics#Business_Plans) [http://pasbdc.org/resources/faqs/business-basics#Business\_Plans]
- [Marketing](http://pasbdc.org/resources/faqs/business-basics#Marketing) [http://pasbdc.org/resources/faqs/business-basics#Marketing]
- [Human Resources](http://pasbdc.org/resources/faqs/business-basics#Human_Resources) [http://pasbdc.org/resources/faqs/business-basics#Human\_Resources]
- [Financing and Loans](http://pasbdc.org/resources/faqs/financial-matters#Financing__Loans) [http://pasbdc.org/resources/faqs/financial-matters#Financing\_\_Loans]
- [Accounting and Bookkeeping](http://pasbdc.org/resources/faqs/financial-matters#Accounting__Bookkeeping) [http://pasbdc.org/resources/faqs/financial-matters#Accounting\_\_Bookkeeping]
- [Legal Issues](http://pasbdc.org/resources/faqs/business-structure#Legal_Issues) [http://pasbdc.org/resources/faqs/business-structure#Legal\_Issues]
- [Taxes](http://pasbdc.org/resources/faqs/business-structure#Taxes) [http://pasbdc.org/resources/faqs/business-structure#Taxes]
- [North American Industry Classification System \(NAICS\)](http://pasbdc.org/resources/faqs/business-structure#NAICS) [http://pasbdc.org/resources/faqs/business-structure#NAICS]
- [Environmental Management](http://pasbdc.org/resources/faqs/special-programs#EMAP) [http://pasbdc.org/resources/faqs/special-programs#EMAP]
- [Government Marketing](http://pasbdc.org/resources/faqs/special-programs#Government_Marketing) [http://pasbdc.org/resources/faqs/special-programs#Government\_Marketing]
- [International Business](http://pasbdc.org/resources/faqs/special-programs#International_Business) [http://pasbdc.org/resources/faqs/special-programs#International\_Business]
- [Agribusiness](http://pasbdc.org/resources/faqs/special-programs#Agribusiness) [http://pasbdc.org/resources/faqs/special-programs#Agribusiness]
- [Small Business Innovation Research \(SBIR\)](http://pasbdc.org/resources/faqs/special-programs#SBIR) [http://pasbdc.org/resources/faqs/special-programs#SBIR]
- [Small Business Technology Transfer \(STTR\)](http://pasbdc.org/resources/faqs/special-programs#STTR) [http://pasbdc.org/resources/faqs/special-programs#STTR]
- [Young Entrepreneurs](http://pasbdc.org/resources/faqs/young-entrepreneurs) [http://pasbdc.org/resources/faqs/young-entrepreneurs]
- [Emergency Response](http://pasbdc.org/resources/faqs/emergency-response) [http://pasbdc.org/resources/faqs/emergency-response]
- [Military Reservists](http://pasbdc.org/resources/faqs/military-reservists) [http://pasbdc.org/resources/faqs/military-reservists]

- Website Funder Recognition (This can be placed on the 'About Us' or 'Contact Us' page)

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Host Institution Logo

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3. The disclaimer and logos of SBA and PREP also are to be included on the section of each center's website that lists upcoming educational programs.