



SBDC Day is a national, collective proclamation of the impact America's Small Business Development Centers (SBDCs) on the success of our nation's dreamers, innovators, and doers – America's small businesses. The second annual SBDC Day will take place on Wednesday, March 21, 2018.

[SBDC Day](#) will unite the nearly 1,000 SBDC centers across the country and the hundreds of thousands of clients they serve by sharing, in real time, the success stories and notable impacts SBDCs collectively have on the small business community at large. This special day will be celebrated with social media campaigns, public relations initiatives, online and in-person events and more. To learn more about what your local SBDC is doing to celebrate, locate them [here](#).

SBDC Day Ambassador Program

America's SBDC has developed a national SBDC Day Ambassador program, so that all of America's SBDC partners, supporters and stakeholders can collectively show their support for SBDC Day.

What is required of an Ambassador?

- Share at least one social media post on your Twitter account.
- Share or write an SBDC Day blog/article and post on your blog, website and/or communications.
- Optional, please consider supporting our 2018 Thunderclap post. [What is Thunderclap?](#)*

What sort of recognition will you receive?

All national SBDC Ambassadors will be recognized on our national [SBDC Day webpage](#), in SBDC Day collateral and email communications including a national press release.

What are other ways you can support SBDC Day?

- Host (or co-host with your local SBDC) a free workshop or webinar in honor of SBDC Day.
- Host (or co-host with your local SBDC) a Twitter Chat in honor of SBDC Day.
- Take advantage of other communications outlets and utilize them to promote SBDC Day.
- Provide us with a quote from someone at your organization to share in our SBDC toolkit for SBDCs.





- Create and share a short promotional video for social media.
- Create a special “SBDC Day” discount to your clients in honor of our big day.
- Host a contest/sweepstakes.
- Contact your local SBDC or better yet, let us introduce you.

Assets Available:

- Special Ambassador Graphic
- Social Media Post
- Article/Blog
- National Impact Brochure
- Proclamation Template
- Video Script template

Need something else? [Contact us](#).

How do I become an Ambassador?

1. Email April Youngblut, Director of Marketing & Communications at America’s SBDC via email, april@americassbdc.org and confirm your support.
2. Next, we will share our assets with you.
3. We will add you to our list and get you included in all our promotional materials.

**The deadline for the 2018 SBDC Day Ambassador Program
is Friday, March 2nd, 2018.**