



Wednesday, March 18, 2020

SBDC Day Ambassadors

A program designed for organizations and businesses to get involved in SBDC Day and show their support of the nation's largest and most effective small business assistance network, SBDCs.

What is SBDC Day? 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 18, 2020. 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.

What sort of recognition will you receive?

All national SBDC Ambassadors will be recognized on the America's SBDC [SBDC Day webpage](#), in SBDC Day collateral and in 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.

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Learn more at www.AmericasSBDC.org/SBDCDay



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- 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 is Friday, March 6, 2020.

-----NOTICE-----

The SBDC Day Ambassador program is designed for businesses that want to support the SBDCs on a national level through the association, America's SBDC. Anyone interested in the Ambassador program must contact America's SBDC directly. If you want to support your local SBDC, please contact them directly for what opportunities are available. If you are an SBDC interested in supporting SBDC Day, email marketing@americassbdc.org to access toolkit.

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