



General

What is Shop Small® and Small Business Saturday®?

Learn more in the About section of ShopSmall.com at www.shopsmall.com/about.

When is Small Business Saturday®?

This year, Small Business Saturday will be on November 30, 2013.

How can I get my community involved?

There are good ways to get your community involved in Small Business Saturday and Shop Small. If you are an organizer in your local community (for example: a leader in your local Chamber of Commerce or another small business organization) you can visit the Rally Your Neighborhood section of our site at www.shopsmall.com/rally to learn about how you can get your community involved. For more information about the program, review the program specific FAQs below.

If you would like to get marketing materials for your community or regular emails about how to get ready for Small Business Saturday you can visit the Get Resources, www.shopsmall.com/resources, or Sign up for Emails, www.shopsmall.com/signup, sections of our site.

Small Business Owners

What resources are available to me as a small business owner and how can I access them?

As a small business owner, you can explore the Get Resources section of the site at www.shopsmall.com/resources for free tools and resources including free in-store signage, social media posts and email templates to help promote your business. You can also access other business owner's success stories about how they have used these materials in the past.

If you are a qualifying American Express® Card accepting small merchant, go to the Merchant Shop Small Site at www.americanexpress.com/standout to learn more about resources available to you, including how to get on the Shop Small Map. For more information about being a qualified American Express Card accepting small merchant, please review the Merchant-specific FAQs below.



My business was included on the Shop Small Map for Small Business Saturday last year. Am I qualified to be included on the current Shop Small Map? Is there anything I need to do?

To determine if your business qualifies to be included on the Shop Small Map, you can review the qualification criteria under the specific FAQ section below. The qualification criteria for the current Shop Small program are different from the qualification criteria that were used for Small Business Saturday 2012 so be sure to read more about qualifying for the map this year.

To help ensure that your business has been included and is listed correctly on the Shop Small Map or online directory, go to the Merchant Shop Small Site at www.americanexpress.com/standout and log in to review and update your customer-facing information. Make sure the box next to “Include this location on the map or online directory” is checked.

Is there any cost to my business to be a part of the Shop Small Movement and Small Business Saturday?

No. As a small business owner, you are automatically part of the movement. The Shop Small Movement and Small Business Saturday help bring communities together to show support for you, the small business owner, and help give you exposure throughout the year. You can explore the website for free tools and resources that you can use to help promote your business.

If you are a qualifying American Express Card accepting small merchant, you can access tools and resources for merchants on the Merchant Shop Small Site at www.americanexpress.com/standout including the Shop Small Map.

Consumers

Why should I participate in Shop Small and Small Business Saturday?

As a consumer, you are a key part in helping small businesses thrive. By shopping or dining at a small business throughout the year, you’re showing your support for all the small businesses in your neighborhood and reinvesting in the community you call home.

Small Businesses Saturday is the day that consumers like you go out and celebrate small businesses in force. This helps local entrepreneurs offer more jobs, which in turn invigorates the economy. Go out and support your favorite small business and search for savings on unique merchandise while experiencing spectacular service – a cornerstone of many small businesses.



How can I participate in Shop Small and Small Business Saturday?

That's up to you! You can go shopping or dining at a local small business, tell others to be a part of the movement or share with your own network how you're supporting small businesses in your neighborhood. Anything you can do helps to give small businesses the support they need to keep creating jobs, powering the economy and invigorating communities. And that's what makes the movement a success. Share how you're supporting small businesses with your social network.

Partners

My company/organization wants to support Small Business Saturday. What does Small Business Saturday Partnership entail and how can I sign up?

Partnering for Small Business Saturday is about engaging your employees, customers and community to Shop Small on Small Business Saturday. If your company or organization is interested in becoming a Small Business Saturday Partner, please email

ShopSmall.Supporters@aexp.com with the name and a short description of your company and your contact information.

Rally Your Neighborhood Program

What is the 'Rally Your Neighborhood' program and how do I get involved?

American Express welcomes organizations and individuals ("local organizers") to plan events in support of Small Business Saturday and to rally small business owners within their communities to participate.

Participants will be asked to identify a minimum of 10 qualifying small businesses in their community and to share their plans to rally them for Small Business Saturday. They'll also be asked for examples of things they have done to mobilize local businesses in the past. Participants will receive periodic Countdown Emails filled with tips, tools, and lessons learned from others in the past. If they meet the Terms of Participation, located at www.shopsmall.com/rally, they also will receive a Small Business Saturday Activation Kit with promotional materials to activate their communities and consumer giveaways for local events. Activation Kits are available while supplies last. See full Terms of Participation, at www.shopsmall.com/rally-signup, for more details.



What are Key Dates for the program?

- July 31 – Program launch, application opens
- October 15 – Application period ends
- July 31 – October 15 – Applications are reviewed on a rolling basis
- Early November – Small Business Saturday Activation Kits are distributed to eligible participants
- November 30 – Small Business Saturday!

Where do we go to sign up or learn more?

www.shopsmall.com/rally (Program application)

www.shopsmall.com (General information for Small Business Saturday)

What can I do to rally my neighborhood?

Host an event! Events can include a special breakfast, a block party, a street fair or festival, or a concert. Invite local officials to your event and to your neighborhood! Reach out to the mayor and other local officials or celebrities to attend.

Provide entertainment & activities to draw people to attend! Get a local band or DJ to play music. Offer contests and giveaways – maybe a potato sack race or an egg toss. Invite your local police and fire departments to bring a truck or car for the kids to see. Invite local artists or galleries to display art. Coordinate with an amusement park, ice skating rink or bowling alley near the event to offer free admission. Invite a local farmers' market to set up at the event.

Involve local businesses! Invite local businesses to participate at the event – by setting up tables to promote their goods and service. Design the event to drive consumers into their stores – by encouraging business owners to offer special promotions on the day. You could even invite a local entertainment company to provide games, rides, photo booths or a petting zoo.

Decorate! Show your spirit with Small Business Saturday decorations including banners and balloons with special tote bags for attendees.

Get people there! Promote the event in advance, using local media and news coverage. Then help ensure attendance by offering shuttle buses service, extended hours, or free parking. Invite the media! Encourage the press to attend and cover the event. Invite a local radio station to send radio personalities to attend, set up a table or play music.



What are some important considerations for holding an event?

Location is critical – when considering a location, you should think about:

- Access – Can people get there by public transportation? Is parking available? Would it be possible to offer free parking?
- Foot traffic – How much foot traffic does the area get? Is it a neighborhood that typically empties out over a holiday weekend?
- Logistics – Is it an area that will be too crowded on a holiday weekend for the type of event you are contemplating? Are you going to have enough room to set up all of the events and activities that you have planned? Is there adequate space for the press and any performers?
- Appeal – Is there a location in your community that has particular cache – where the location itself could be part of the draw?
- Weather – If all or part of your event will be outdoors, do you have a contingency plan for bad weather? How will the other factors be impacted by bad weather?
- Other considerations – how to get media, how to drive foot traffic, how to involve the most possible small businesses, etc. (Consider that the press may want advance access.)
- Business owners may need some help figuring out how they can participate in the day. You can come up with suggestions on your own or encourage them to get more information and sign up for free promotional materials and advertising on ShopSmall.com (starting on September 12th, 2013).
- Messaging – It may help to get the message out that your market or location is a retail destination with a high concentration of businesses

What are some key success drivers for an event?

- Take ownership! Make sure your team is highly engaged in making Small Business Saturday successful in your market.
- Leverage existing planning committees comprised of a coalition of partners
- An “influencer” network is effective and plays a strong role in leading
- Social media outreach is strong and frequent
- High ratio of stores actively participating with offers and branded point of purchase materials displayed

Do I need to provide the names of all 10 businesses, examples of past efforts, and plans for this year in order to get the Countdown Emails?

No, if you need more time to solidify your plans and identify all of the businesses that you will involve, we still will send you Countdown Emails if you opt-in for these through the submission form. However, a complete submission with your plan, examples from your past efforts, and



names of 10 qualifying small businesses is required to be eligible to receive the Small Business Saturday Activation Kit. See Eligibility Requirements at www.shopsmall.com/rally. Activation Kits are available while supplies last.

American Express® Card accepting small merchants

For the full list of Merchant-specific FAQs, go to <https://freeads.americanexpress.com/merchant/faq>.