



WITH



SHOP SMALL[®] ON SMALL BUSINESS SATURDAY[®]

NOV 25, 2023

YOUR ROLE AS A NEIGHBORHOOD CHAMPION

THE GROWTH OF A MOVEMENT

Shop Small[®] is a movement that supports small, independent businesses and spotlights their valuable contributions to their communities and the economy.

The Shop Small movement was inspired by the widespread participation in Small Business Saturday[®], a day founded by American Express in 2010 on the Saturday after Thanksgiving.

Now a national holiday, Small Business Saturday is dedicated to celebrating small businesses by helping to drive more customers through the doors of retail stores, restaurants, fitness studios, salons — and everything in between.

Mark your calendars, this year it falls on Nov 25.

LOOK TO THE PAST: 2022 WAS A BIG SUCCESS

THOUSANDS OF NEIGHBORHOOD CHAMPIONS

Across all 50 states signed up to rally their communities.

OVER THREE QUARTERS OF SMALL BUSINESS SATURDAY SHOPPERS SHOPPED IN-STORE IN 2022

83% reported they visited a small business to shop in-store on Small Business Saturday in 2022.*

AN ESTIMATED \$17.9 BILLION IN REPORTED SPENDING*

U.S consumer reported spend at independent retailers and restaurants on Small Business Saturday 2022.*

EMBRACE THE FUTURE: HELP MAKE IT HAPPEN

This year, Small Business Saturday is more important than ever – and Neighborhood Champions can host virtual or safe in-person events. Here's how it works:



PLAN

Get your community excited to Shop Small on Small Business Saturday. If you're looking for more ideas, visit ShopSmall.com.



CELEBRATE

This year, Small Business Saturday is on Nov. 25. Show love for the small businesses in your community by hosting an experience and celebrating together.



RALLY

Team up with local businesses to share ideas and resources. Work with them to bring your community together and spread the word.



KEEP IT GOING

While Small Business Saturday is the big day, you can encourage your community to Shop Small throughout the holiday season – and all year long.

* The American Express 2022 Small Business Saturday Consumer Insights Survey was conducted by Teneo on behalf of American Express. The study is a nationally representative sample of 2,471 U.S. adults 18 years of age or older. The sample was collected using an email invitation and an online survey. The study gathered self-reported data and does not reflect actual receipts or sales. It was conducted anonymously on November 27, 2022. The survey has an overall margin of error of +/- 2.0%, at the 95% level of confidence. Projections are based on the current U.S. Census estimates of the U.S. adult population, age 18 years and over.

LEARN MORE AT [SHOPSMALL.COM](https://ShopSmall.com)