



Tool Kit

The Pennsylvania Department of Community & Economic Development (DCED) is pleased to announce the first inaugural **Pennsylvania Small Business Week** (May 1 – 7, 2016) in conjunction with National Small Business Week celebrated by the U.S. Small Business Administration. Since 1963, the President of the United States has issued a proclamation announcing [National Small Business Week](#) to recognize and celebrate the critical contributions of entrepreneurs and small business owners across the country.

This year DCED will be joining in the festivities by honoring Pennsylvania's small business community and entrepreneurs. Through a series of events and promotional activities, we aim to highlight the significant contributions of our small businesses and the resources available to support them.

We invite you to join in our celebration of Pennsylvania's entrepreneurs and small businesses in the lead up to Pennsylvania Small Business Week and during the actual week itself. This is a platform for you to highlight your community and:

- **Gain recognition** for the small businesses and entrepreneurship opportunities in your community
- **Increase targeted exposure** among potential entrepreneurs and the media
- **Build engagement** between your community and business leaders

As part of our effort to promote Pennsylvania during Small Business Week, we have prepared a **Small Business Week Toolkit** which includes:

- **Outreach recommendations** including samples for press releases, newsletter content, and blog or op-ed suggestions
- **Social media ideas** with Twitter and LinkedIn sample messages, a branded hashtag (#PASmallBiz16) and banners you may reuse on your organization's social media channels
- **Resources for you to share** with Pennsylvania small business owners and current and future entrepreneurs

By joining in our efforts, your community has the chance to participate in our outreach and highlight your own events as part of the larger national celebration!

If you have questions, please contact Amy Zecha at azecha@pa.gov for more information or visit www.newPA.com/PASmallBiz.



Pennsylvania Small Business Week 2016

Celebrating Small Business in Pennsylvania - #PASmallBiz16

May 1 – 7, 2016 | Statewide Celebration

National Small Business Week celebrates the critical contributions of entrepreneurs and small business owners across the country. The Pennsylvania Department of Community & Economic Development (DCED) will be making the most of this occasion to showcase our state’s small businesses and entrepreneurs – and the robust resources available to help turn dreams into small business opportunities. We encourage you to join DCED, your colleagues in economic development and across the business community as we celebrate our state’s small businesses and entrepreneurs.

Small Business Week Toolkit – Resources for YOU

DCED has prepared the following resources to help you get started

- **Outreach Content** – to inspire your own outreach efforts we have provided sample content which you may modify to suit the needs of your community
 - **Event Logo**
 - **Talking Points & Fast Facts**
 - **Newsletter Content**
 - **Press Release**
 - **Recommendations for Blogs or Op-Eds**

- **Social Media Ideas** – joining the larger celebration is easy on social media! We are sharing a number of our own social media campaign ideas and will be on the lookout for PA groups using #PASmallBiz16 in their social media
 - **Branded Hashtag** - Use #PASmallBiz16 to join our celebration and to see how others across Pennsylvania are participating
 - **Sample Messages for LinkedIn and Twitter**
 - **Social Media Banners**

- **Resources** – hand-picked for Pennsylvania small business owners and current and future entrepreneurs

Event Logo

To spread the word among your audience, you may use this logo to attach on your promotional items, include in your email signature, or spread through social media.



Talking Points & Fast Facts

The following general talking points and facts are about small business and entrepreneurship in Pennsylvania and are written to promote our state as an attractive location for doing business. They tell the story of Pennsylvania and focus on our companies and the resources supporting small business.

Small Businesses in PA

- Pennsylvania is home to nearly 1 million small businesses, and employs 2.4 million individuals or about half (46.9 percent) of the state's private workforce.
- Almost all Pennsylvania firms with employees qualify as small businesses, making up 98.2 percent of all employers in the state.
- The economic significance of small businesses across the commonwealth is evident in all business sectors, from professional services to retail, from construction to healthcare, from manufacturing to education and beyond.
- The top small business industries include professional, scientific, and technical services; retail trade; construction; and other services (excluding public administration).
- In the third quarter of 2015, Pennsylvania grew at an annual rate of 2.5% which was faster than the overall U.S. growth rate of 1.9%.
- There was a 36.7% increase in minority ownership 2007-2012.
- According to the Small Business Administration, **small businesses are defined as firms employing fewer than 500 employees.**

View the full Pennsylvania small business profile at SBA.gov.

Newsletter Content

To spread the word among your audience, you may wish to include the content below in your next newsletter or e-blast. We recommend sending the week prior to, or at the start of Pennsylvania Small Business Week on Monday, May 2.

Title: [Region Name] Participates in Inaugural PA Small Business Week

Image suggestion: Event Logo

Join us in celebrating the first-ever Pennsylvania Small Business Week May 1–7, 2016, which is part of a nationwide event designed to recognize the significant contributions of our small businesses and the resources available to support their growth here in the Keystone State.

There's plenty to celebrate! Pennsylvania is home to nearly 1 million small businesses employing 2.4 million individuals — which equals about half of the state's private workforce. Small businesses play a vital role in Pennsylvania's economy, accounting for 98.2 percent of businesses in the state, and their significance is evident across a variety of business sectors in the state, ranging from professional services, retail, construction, and health care to manufacturing, education, and more.

Here in [REGION NAME], [PARAGRAPH ABOUT SMALL BUSINESS IN REGION].

We invite you to join in our celebration of Pennsylvania's entrepreneurs and small businesses through our events, training sessions, and informational webinars taking place throughout the week. Small business-owners can participate in DCED's Small Business Web Series (see below for a listing) and other entrepreneurial educational programs across the state. For a complete list of events and resources, visit newPA.com/PASmallBiz.

Each free, 60-minute webinar in the series below will be presented by an experienced small business consultants providing guidance on a variety of topics.

- Monday, May 2 (12:00-1:00 PM) - [Starting a Small Business](#), presented by Keith D. Yurgosky, MBA, Business Consultant Scranton Small Business Development Center (SBDC).
- Tuesday, May 3 (12:00-1:00 PM) – [Financing a Small Business](#), presented by John Reichard, SEDA-COG.
- Wednesday, May 4 (12:00-1:00 PM) – [Leveraging LinkedIn to Supercharge Prospecting, Referrals and Sales](#), presented by Jeff Teschke, founder and CEO, Forge3.com.
- Thursday, May 5 (12:00-1:00 PM) – [Exploring New Market Opportunities](#), presented by Cris Pierce, Government Contracting Manager, Northwest Commission Procurement Technical Assistance Center (PTAC) and Dorte Heffernan, Manager, International Trade Program, Northwest Pennsylvania Regional Planning and Development Commission.
- Friday, May 6 (12:00- 1:00 PM) – [Taking Your Business to the Next Level](#), presented by Leo Gilroy, Director of Innovation and Strategy, NEPIRC and Kenneth Okrepkie, Regional Manager, Pocono Northeast Region BFTP of Northeastern PA.

You can also follow along or participate in the conversation by using #PASmallBiz16 on social media.

Press Releases

The sample press release below can be issued by your community as a way to join in the celebration of Pennsylvania small businesses and entrepreneurs during Small Business Week (May 1 – 7, 2016)

FOR IMMEDIATE RELEASE

May XX, 2016

[REGION NAME] Participates in Inaugural Pennsylvania Small Business Week

[CITY/TOWN], PA – In recognition of the small business community’s significant contributions to Pennsylvania’s economy May 1-7, 2016 will be celebrated as Pennsylvania Small Business Week. [REGION NAME], in partnership with the [Pennsylvania Department of Community and Economic Development](#), will celebrate the entrepreneurs and small business owners for their contributions to Pennsylvania’s economy, and draw attention to the resources available to support them.

“[QUOTE],” [REGION LEADER] said.

Pennsylvania is home to nearly 1 million small businesses, and employs 2.4 million individuals — about half of the state’s private workforce. Small businesses play a vital role in Pennsylvania’s economy, accounting for 98.2 percent of businesses in the state. Their economic significance is evident across a variety of business sectors in the state, ranging from professional services, retail, construction, and health care to manufacturing, education and beyond.

[PARAGRAPH ABOUT SMALL BUSINESS IN REGION – Include compelling statistics/numbers of small business employers/employees in the region, specific industry concentration, company success stories, etc.]

To support the continued success and growth of small businesses in [REGION NAME], [organization] will be hosting [workshops, seminars, webinars, etc.] in celebration of Pennsylvania Small Business Week. Additional information is available at [website URL] or by contacting [organization contact]. Small business-owners can also participate in DCED’s Small Business Web Series (see below for a listing) and other entrepreneurial educational programs across the state. For a complete list of events and resources, visit newPA.com/PASmallBiz.

Each free, 60-minute webinar in the series below will be presented by an experienced small business consultants providing guidance on a variety of topics.

- Monday, May 2 (12:00-1:00 PM) - [Starting a Small Business](#), presented by Keith D. Yurgosky, MBA, Business Consultant Scranton Small Business Development Center (SBDC).
- Tuesday, May 3 (12:00-1:00 PM) – [Financing a Small Business](#), presented by John Reichard, SEDA-COG.
- Wednesday, May 4 (12:00-1:00 PM) – [Leveraging LinkedIn to Supercharge Prospecting, Referrals and Sales](#), presented by Jeff Teschke, founder and CEO, Forge3.com.
- Thursday, May 5 (12:00-1:00 PM) – [Exploring New Market Opportunities](#), presented by Cris Pierce, Government Contracting Manager, Northwest Commission Procurement Technical

Assistance Center (PTAC) and Dorte Heffernan, Manager, International Trade Program, Northwest Pennsylvania Regional Planning and Development Commission.

- Friday, May 6 (12:00- 1:00 PM) – [Taking Your Business to the Next Level](#), presented by Leo Gilroy, Director of Innovation and Strategy, NEPIRC and Kenneth Okrepkie, Regional Manager, Pocono Northeast Region BFTP of Northeastern PA.

Pennsylvania Small Business Week is part of a nationwide celebration launched by the U.S. Small Business Administration. Each year, the U.S. President announces National Small Business Week to highlight the critical role of entrepreneurs and small business in the U.S. economy.

MEDIA CONTACT:

[\[REGION CONTACT\]](#)

###

Recommendations for Blogs or Op-Eds

To increase your reach, we are offering a few suggestions for your consideration as to who should write and what to write when looking at blogs or op-eds

Write a Guest Column or Op-Ed for Your Local Newspaper

- **Who Should Write** – Elected officials or recognized local authorities (mayor, business leader, executive economic developer, board chairperson or other civic leader) with appropriate ties to small business activity in your community. You should look for someone who has the legitimacy to speak to what is going on in your community or area.
- **What to Write** – Authors should focus on sharing the compelling reasons why entrepreneurs and small business activity is growing and/or thriving in your community. The message should be concise, easy to read, and current. Details about how your economic development organizations and local workforce support these industries should be included where possible. Ultimately, this is a platform to highlight why entrepreneurs and small businesses find your community to be an attractive place to be located, and why others should consider your location for investment and expansion opportunities.

Blog Opportunities

- **Blog Post** – If your business or organization has a blog, it may be appropriate (depending on the audience for your blog) to write a blog post related to entrepreneurship and/or small business activity in your community.
- **Blogger Outreach** – If you do not have your own blog, you may be able to identify another organization or individual with a blog who covers economic development, entrepreneurship, or business development. You may consider suggesting a blog post for the author, or you could offer to serve as a guest blogger during Small Business Week.

Social Media Ideas

Joining the larger celebration is easy on social media! We are sharing a number of our own social media campaign ideas and will be on the lookout for PA groups using #PASmallBiz16 in their social media

Follow DCED

To join the conversation, please follow us on our LinkedIn and Twitter channels

- **LinkedIn:** www.linkedin.com/company/pennsylvania-department-of-community-&-economic-development
- **Twitter:** www.twitter.com/newPAnews

Branded Hashtag

Use **#PASmallBiz16** to join our celebration and to see how others across Pennsylvania are participating

Useful Twitter Handles

@newPAnews	PA DCED
@PASmallBusiness	Pennsylvania SBDC
@SBAGov	U.S. Small Business Administration

Sample Messages for LinkedIn and Twitter

- **LinkedIn Messages**

APRIL

- PA Small Business Week starts on May 1 – 7th! Get started on your new business venture with DCED's Small Business Champion Network: <http://www.newpa.com/business-assistance/small-business-assistance/>

MAY

- Pennsylvania has the resources to help your small business succeed, check out what we have to offer: <http://pasmallbiz.newpa.com/resources/>
- Follow DCED on Twitter @newPAnews to stay up-to-date on the events for Small Business Week May 1 – 7th!
- PA Small Business Week is this week, check out the events in your area to help celebrate small businesses in your area! <http://pasmallbiz.newpa.com/event-map/>
- The Entrepreneur's Guide is the perfect place to start planning and growing your small business in Pennsylvania: <http://www.newpa.com/download/entrepreneurs-guide/?wpdmdl=56163>

- **Twitter Messages**

APRIL

- #PASmallBiz16 is 1 week away, so learn about resources like DCED's @newPA_PREP partners: <http://ow.ly/10mfTg>
- With #PASmallBiz16 next week, we encourage our small businesses to contact your local @PASmallBusiness partner! <http://ow.ly/ZM1M0>

MAY

- #PASmallBiz16 is this week, check out the events in your area and help celebrate small businesses! <http://ow.ly/10mi59>
- Pennsylvania has the resources to help your #PASmallBiz succeed, check out what partners have to offer: <http://ow.ly/10mk5P>
- Stay connected all week with DCED for #PASmallBiz16 to find out what events are happening in your area: <http://ow.ly/10mpL0>

● **Social Media Banners**

The following Social Media Banners are available for you to use on your social media channels – the individual .png files are separate attachments

Pre-event Promotion- Link to newpa.com/pasmallbiz



For use during PA Small Business Week (May 1 – 7)- Link to newpa.com/pasmallbiz





#PASmallBiz16



Pennsylvania.

In 2014, small businesses employed 2.4 million workers — nearly half of the private sector labor force.



newPA.com

Webinars Social Media Banners

Webinar event page- <http://pasmallbiz.newpa.com/event/starting-small-business/>



pennsylvania
SMALL BUSINESS WEEK
May 1-7, 2016

STARTUP

WEBINAR

Starting a SMALL BUSINESS

May 2 | 12-1PM



newPA.com/PASmallBiz

Webinar event page- <http://pasmallbiz.newpa.com/event/webinar-financing-small-business/>



pennsylvania
SMALL BUSINESS WEEK
May 1-7, 2016

WEBINAR

Financing a SMALL BUSINESS

May 3 | 12-1PM



newPA.com/PASmallBiz

Webinar event page- <http://pasmallbiz.newpa.com/event/leveraging-linkedin-supercharge-prospecting-referrals-sales/>



pennsylvania
SMALL BUSINESS WEEK
May 1-7, 2016

LinkedIn

WEBINAR

**Leveraging LinkedIn to
SUPERCHARGE
Prospecting,
Referrals and Sales**

May 4 | 12-1PM

PA newPA.com/PASmallBiz

Webinar event page- <http://pasmallbiz.newpa.com/event/exploring-new-market-opportunities/>



pennsylvania
SMALL BUSINESS WEEK
May 1-7, 2016

**Exploring
NEW MARKET
Opportunities**

WEBINAR

May 5 | 12-1PM

PA newPA.com/PASmallBiz

Webinar event page- <http://pasmallbiz.newpa.com/event/taking-business-next-level/>



The graphic is a promotional banner for a webinar. It features a central image of four stacks of gold coins of increasing height on a wooden plank floor, with a man in a suit standing next to the tallest stack. A white arrow points upwards from the coins against a blue sky background. On the left, a grey shield-shaped logo contains a storefront icon and the text 'pennsylvania SMALL BUSINESS WEEK May 1-7, 2016'. On the right, a teal background contains a white computer monitor icon with the word 'WEBINAR' below it, followed by the title 'Taking Your Business TO THE NEXT LEVEL' in large white letters, and the date 'May 6 | 12-1PM'. At the bottom right, there is a yellow 'PA' logo and the URL 'newPA.com/PASmallBiz'.

pennsylvania
SMALL BUSINESS WEEK
May 1-7, 2016

WEBINAR

Taking Your Business
TO THE NEXT LEVEL

May 6 | 12-1PM

PA

newPA.com/PASmallBiz

Resources

Small Business Champion Network

DCED's Small Business Champion Network (SBCN) offers free, practical advice to individuals looking to start a new business, while also helping existing companies grow and prosper. They are the first stop for individuals who have new ideas for business opportunities, or that simply need to learn about the vast toolbox of services and resources available within Pennsylvania.

Partnerships for Regional Economic Performance (PREP)

PREP is a 10-region consortium of PA economic development service providers designed to help companies start, grow, and prosper. Our PREP partners have the know-how to assist individuals who want to hit the ground running with a new business concept and assist current entrepreneurs — all on a regional level. PREP's partners include:

- [Small Business Development Centers \(SBDCs\)](#)
- Industrial Development Organizations (IDOs)
- [Local Development Districts \(LDDs\)](#)
- [Industrial Resource Centers \(IRCs\)](#)
- Other complementary economic development organizations

PREP's one-on-one counseling, specialized workshops, online training, and financial incentives make it one of the most coordinated and respected networks in the nation designed specifically to meet the needs of our job creators.

Office of International Business Development (OIBD)

DCED's Office of International Business Development (OIBD) offers a wide range of programs and services to help entrepreneurs and businesses sell their goods and services in international markets. OIBD maintains the largest network of both domestic and international partners of any U.S. state focusing on providing export assistance.

Through the program, companies receive many services including:

- market research
- market entry counseling
- foreign company background checks
- customized searches for qualified partners
- trade missions and low-cost exhibition opportunities
- grant funding
- on-the-ground, in-country support for business trips

Ben Franklin Technology Partners (BFTP)

The award-winning Ben Franklin Technology Partners is one of the nation's longest-running technology-based economic development programs. For more than 31 years, BFTP has provided early-stage businesses, technology-based firms, and established manufacturers with funding, business, and technical expertise, as well as access to a network of expert resources.

U.S. Small Business Administration (SBA)

The U.S. Small Business Administration (SBA) is an independent agency of the federal government which aids, counsels, assists, and protects the interests of small business concerns to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. Through an extensive network of field offices and partnerships with public and private organizations, SBA delivers its services to people throughout the United States, Puerto Rico, the U. S. Virgin Islands, and Guam.