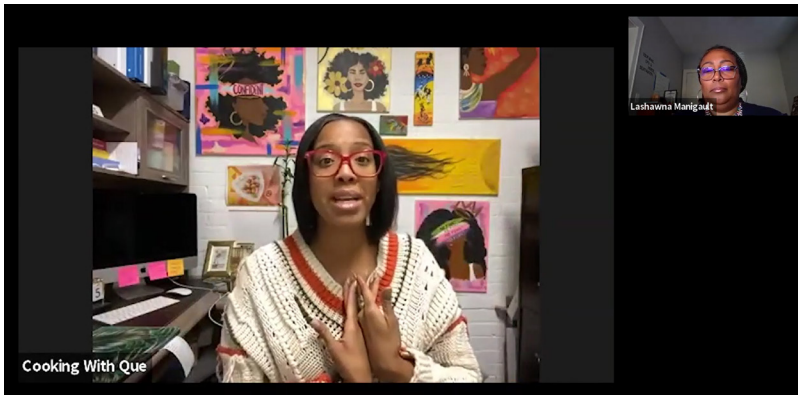


# Get Your Small Business Holiday-Ready: Tips & Resources for Success

## Resource Guide

### Watch the November 2020 Webinar Session ●●●●●●●●●●



The 2020 holiday shopping season is just around the corner! Is your small business ready?

Join the Neighborhood Business Initiative, a network of business support organizations that includes the DEGC, TechTown Detroit, SBA, Goldman Sachs 10,000 Small Businesses, and many others, for expert advice and resources on how to market your business and create an engaging, COVID-safe holiday shopping experience for customers.

RECORDED NOVEMBER 10, 2020

Watch: <https://youtu.be/krGVtmDjRmg>

### Guides and Toolkits ●●●●●●●●●●

#### 10 Tips for Small Business Saturday Success

U.S. SMALL BUSINESS ADMINISTRATION

<https://www.sba.gov/blog/10-tips-small-business-saturday-success>

KEYWORD: TIPS

#### Shop Small Resources

AMERICAN EXPRESS

<https://www.americanexpress.com/us/merchant/shop-small.html#toolkit>

KEYWORDS: PRINTABLE SIGNAGE, MARKETING TIPS AND RESOURCES

#### Small Business Saturday Toolkit

CONSTANT CONTACT

[https://img.constantcontact.com/docs/pdf/smbosat\\_toolkit.pdf](https://img.constantcontact.com/docs/pdf/smbosat_toolkit.pdf)

KEYWORDS: PLANNING GUIDE, WORKBOOK STYLE

#### How Small Businesses Can Prepare for the Holidays Amidst COVID

NEXTDOOR

[business.nextdoor.com/local/resources/how-small-businesses-can-prepare-for-the-holidays-amidst-covid](https://business.nextdoor.com/local/resources/how-small-businesses-can-prepare-for-the-holidays-amidst-covid)

KEYWORDS: PLANNING GUIDE, WORKBOOK STYLE





## MORE ABOUT THE PLANNING TEAM

**Detroit Economic Growth Corporation** [↖ www.degc.org](http://www.degc.org) [↖ www.detroitmeansbusiness.org](http://www.detroitmeansbusiness.org)

HOW THEY CAN SUPPORT: Navigating city resources (e.g., permitting, licensing, plan zoning, etc.), connecting to small business support resources through Detroit Means Business, small business programming

**Goldman Sachs 10,000 Small Businesses** [↖ www.10ksbapply.com](http://www.10ksbapply.com)

HOW THEY CAN SUPPORT: Cohort based training program

**Invest Detroit** [↖ www.investdetroit.com](http://www.investdetroit.com)

HOW THEY CAN SUPPORT: Financing for businesses

**Michigan Economic Development Corporation**

HOW THEY CAN SUPPORT: Tools and resources to support new and existing main street businesses and the local entrepreneurial ecosystem [↖ www.medc.org](http://www.medc.org)

**Michigan Small Business Development Center** [↖ www.sbdcmichigan.org](http://www.sbdcmichigan.org)

HOW THEY CAN SUPPORT: Consulting, training, and research to support small businesses

**Michigan Women Forward** [↖ www.miwf.org](http://www.miwf.org)

HOW THEY CAN SUPPORT: Financing for businesses

**Rocket Community Fund** [↖ www.rocketcommunityfund.org](http://www.rocketcommunityfund.org)

HOW THEY CAN SUPPORT: The mission of the Rocket Community Fund is to support inclusive, thriving and resilient communities by making data-driven investments in housing, employment, and public life.

**US Small Business Administration** [↖ www.sba.gov](http://www.sba.gov)

HOW THEY CAN SUPPORT: On demand training specific to managing during COVID, technical assistance, microloan

**Startup Space** [↖ www.startupspace.app](http://www.startupspace.app)

HOW THEY CAN SUPPORT: Online platform to connect small business owners to local business resources in Metro Detroit

**TechTown Detroit** [↖ www.techtowndetroit.org](http://www.techtowndetroit.org)

HOW THEY CAN SUPPORT: Consulting, training, and networking events for small business owners in Detroit

**University of Michigan Detroit Neighborhood Entrepreneurship Project**

[↖ financelawpolicy.umich.edu/detroit](http://financelawpolicy.umich.edu/detroit)

HOW THEY CAN SUPPORT: Consulting, tools, and practical assistance in the area(s) of legal, marketing, design, accounting, and strategy