

How to Plan a Small Business Saturday[®] Event

Small Business Saturday[®] is on **November 30, 2024**. Use this checklist and the **Small Business Saturday[®] Toolkit** to get ahead and start planning your event!

6 weeks out

- Decide what kind of event you're going to host, and if you want to provide a special offer, sale, or freebie for your customers
- Ask your neighbouring businesses if they'll host an event, too – or plan to do it together!
- Consider scheduling extra staff on the day of the event
- Determine how you want to promote the event. Some options include:
 - Posters/signage in your business
 - Social media
 - Newspaper ads
 - Local noticeboards
 - Direct mail

4-6 weeks out

- Print and display the free poster(s) from the **Small Business Saturday[®] Toolkit**
- Update your website and social media profiles, and make sure your business info is accurate on directory websites like Google Maps
- Create social media posts using the templates in the toolkit and plan a posting schedule

2-4 weeks out

- Execute any advertising you have planned, such as newspaper ads or direct mail
- Start posting regularly about the event on your social media
- Post on local websites and noticeboards, and spread the word to your community

Less than 2 weeks out

- Send an event email to your customer list using the banner in the toolkit
- Remind your customers and fellow business owners to stop by
- Finalize your plans & prepare your decorations for event day

Event Day!

- Set up decorations & freebies to entice customers in
- Post content and updates throughout the day on your social channels and tag CFIB (Facebook - **@CFIB** / Instagram - **@cfib_fcei** / X - **@CFIBNews**). CFIB will share businesses' posts throughout the day!
- Consider collecting new customers' contact info so you can add them to your customer list

Follow Up

- Send a thank you communication to everyone who participated in your event, letting them know how much it meant to you.