

Message Framing

- **Lead with Small Business Impact:** Frame your discussions of the SBA around the vital role small businesses play in communities and the broader economy, rather than focusing on preserving a government agency.

Emphasize how small businesses create jobs, drive innovation, and strengthen local economies. This resonates more deeply with audiences than arguments about protecting agencies or programs.

- **Demonstrate Meaningful Service:** When discussing support programs and resources, focus on concrete ways they help entrepreneurs succeed (Business plans, marketing advice, loans). When possible, share specific examples of how access to capital, business guidance, and other resources translate into business growth, job creation, and economic opportunity.
- **Leverage Trust and Community Connection:** Remember that Gallup says that small businesses rank at the top of America's most trusted institutions because they touch every community directly.

Their owners are neighbors, employers, and community leaders. When discussing support for small businesses, emphasize this deep community connection and the ripple effects of small business success on employees, families, and local economies.

- **Highlight Economic Leadership:** Position small businesses as proven economic leaders that have historically led America out of challenging times. Remind audiences that small businesses created nearly two-thirds of new jobs following the Great Recession. This track record makes supporting small businesses a proven strategy for building the country's economic strength.
- **Connect Personal Impact to Policy:** Help audiences understand how supporting small businesses directly affects their own daily lives — from the local coffee shop they visit each morning to the family-owned business that employs their neighbors. This personal connection makes abstract policy discussions more relatable and meaningful.
- **Spotlight the SBA's Crucial Disaster Recovery Role:** Position the SBA as a vital financial first responder helping small businesses and communities recover after disasters strike. Highlight how the SBA is often the first federal agency providing boots-on-the-ground assistance through low-interest loans that help entrepreneurs and homeowners repair, rebuild, and rebound. Underscore that for small businesses who are the backbone of communities, these loans can mean the difference between reopening and shutting down for good. Emphasize that disaster survivors count on the SBA's support to get back on their feet and begin powering their local economies again. Talk about current efforts.