

New York State
COVID-19 Pandemic Small Business Recovery Grant Program

NEW YORK STATE OF OPPORTUNITY | Empire State Development | Powered by **lendistry**

Marketing Toolkit

(Rev. 07.27.22)



Social Media Captions

- Important update! Did you decide not to apply for a grant because of the requirement to show positive net profit in 2019? That requirement has been lifted, so you may now be eligible. Visit <https://nysmallbusinessrecovery.com/> to apply today!
- Your business no longer has to demonstrate positive net profit in 2019 to be eligible for a grant up to \$50,000. Haven't applied yet? Visit <https://nysmallbusinessrecovery.com/> today!
- There's still funding available, and requirements have been updated to make more businesses eligible! If you didn't apply before, there's still time. Visit <https://nysmallbusinessrecovery.com/> today!
- Applications are still being accepted AND more businesses are eligible for grants! Your business no longer has to demonstrate positive net profit in 2019 to be eligible for a grant up to \$50,000. Apply at <https://nysmallbusinessrecovery.com/> today!



Your business no longer has to demonstrate positive net profit in 2019 to be eligible for a grant up to \$50,000.

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<https://nysmallbusinessrecovery.com>

WHERE TO DOWNLOAD CAPTIONS, GRAPHICS, AND EMAIL NEWSLETTER COPY

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Graphics | Click [HERE](#)

Email Copy

Subject Line: NY Recovery Grant: Change in requirements may make you eligible

An update has been made to the NY State COVID-19 Pandemic Small Business Recovery Grant Program that you need to know about! There's still funding available for grants up to \$50,000, so read on to learn more.

Did you decide not to apply because the program required you to demonstrate positive net profit on your 2019 Business Tax Return? That requirement has been lifted, so you may now be eligible.

New Applicants:

[Click here to apply!](#)

Visit <https://nysmallbusinessrecovery.com/> and scroll to the Application Guide section for a step-by-step guide to filling in the application, available in 14 languages.

Existing Applicants:

If you have already applied to this program and been denied due to this requirement, you don't need to do anything! Lendistry will reach out to you directly by email if your eligibility has changed. Do not fill out a new application.

For language assistance, guidance on eligibility requirements or any additional questions, please contact the program's call center at 1-877-721-0097 or visit www.nysmallbusinessrecovery.com.