



SMALL
BUSINESS
ADVOCACY
COUNCIL

ADVOCATE PARTNER PROGRAM

SMALL BUSINESS ADVOCACY COUNCIL

2022



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Who is the SBAC?



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Who is the SBAC?

The SBAC is a 501c6 organization laser-focused on nonpartisan small business policy at the federal, state, and local levels of government. Using policy committees & subcommittees, informational webinars, and issue-specific townhalls, we advocate for legislation that will improve the small business environment. In addition to our nonpartisan advocacy work, we also host various networking events that connect business owners to a common cause.

View our full story [here](#)

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Who does the SBAC serve?

The SBAC is laser-focused on serving the small business community. Our mission is to enact policies that better enable and level the playing field for all. We are committed to being non-partisan and thus our footprint is much larger in the legislative forum.

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What has the SBAC's done?

The SBAC was founded in 2010 and has had many advocacy victories. Our keystone victory was the lowering of LLC registration fees in 2017 from \$500 to \$150, allowing more entrepreneurs to launch new businesses and grow the Illinois economy.

We also claimed victory over the City of Chicago's complex public way use permitting process in 2021.

View our full list of wins [here](#)

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How does the SBAC help?

The SBAC is here to listen to the community and what you as a small business owner see, hear and experience every day. We can help your business understand and participate in amending small business legislation.



What is the Advocate Partner Program?

The Advocate Partner Program is how the SBAC assists local chambers. As part of this program, Chambers may have all their members automatically become General Members of the SBAC. This includes engagement in SBAC advocacy initiatives laser-focused on supporting small businesses and local communities through key advocacy newsletters, video updates, legislation-specific action calls, and town halls. Also included is the SBAC's partnership in the promotion of chamber-specific related events on social media.

We also work in a less formal manner by offering local chambers the chance to endorse our advocacy work as it develops. The endorsement might be in the form of a chamber's logo under a certain initiative, or a chamber's executive director's signature on an open letter to a lawmaker.

In 2021 alone, SBAC advocacy initiatives were endorsed 150+ times.





MEMBERSHIP THROUGH CHAMBERS

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INTRO

The Advocate Partner Program is a tool for your chamber. Through the program, chambers can offer advocacy services to their member businesses – at no cost. The SBAC is simply focused on growing our advocacy footprint so we can craft policies that benefit and improve the small business environment. The SBAC is not interested in “poaching” members from your chamber. This is a free service that seeks to benefit both the SBAC and the local chamber.

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FEATURES

- Co-branded advocacy newsletters, action calls, and advocacy related content
- Detailed advocacy update videos
- Legislative briefings and town halls
- SBAC partnership in promoting chamber related events on social media
- SBAC webpage for chamber advocate partners
- Chamber featured in the SBAC Chamber directory
- SBAC assistance in building your chamber’s advocacy footprint
- Access to SBAC research, policy, and legislative resources

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GETTING STARTED

- 1) Provide list of your chamber businesses to add to the SBAC directory
- 2) Decide how you want communication delivered
 - The SBAC can send content directly to your roster
 - Or SBAC staff can send content to Chamber staff for their own distribution
- 3) Work with SBAC staff to get out advocacy content in accordance with the specific chamber’s preference





On Boarding

To the RIGHT is a sample email for you to provide to members of your chamber to introduce them to the SBAC

Please feel free to edit and revise to fit your preferred tone.

Sample Email

Dear _____:

Thank you for being a member of the _____ Chamber of Commerce! We are looking forward to a resurgent 2022.

We are excited to introduce our more formal partnership with the Small Business Advocacy Council. As a member of the Chamber, you will now be a free, SBAC Member. This Membership will permit you to engage more easily in advocacy efforts laser-focused on improving the climate for the small business community. You will receive updates on the SBAC's advocacy efforts and be provided tools that will allow you to reach out to your legislators on the issues that matter to small and local businesses.

The SBAC is a non-partisan, policy driven organization focused on advocating for the small business community. SBAC's advocacy initiatives [here](#).

Please let us know in the event you do not wish to become an SBAC Member and receive advocacy related communications. We are excited to get this partnership started.

This pandemic has stressed the importance of advocating for the small business community. Our partnership with the SBAC will enhance our ability to get engaged!





Become an Advocate Partner!

Learn More

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