



SMALL  
BUSINESS  
ADVOCACY  
COUNCIL

# ADVOCATE PARTNER PROGRAM

SMALL BUSINESS ADVOCACY COUNCIL

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2024



## Advocate Partner Program

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# What is the SBAC?



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## What is the SBAC?

The SBAC is a nonpartisan organization that advocates for policies to support the small business community. We are laser-focused on policies that foster the success of small businesses and local economies. The SBAC is committed to moving public policies that will improve the Illinois economy.

The SBAC utilizes technology, social media, and other tools to influence politicians and fight for the small business community. SBAC policy committee and subcommittee meetings, informational webinars, and town halls are also utilized to educate our members about policy initiatives.

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## What has the SBAC accomplished thus far?

The SBAC has had many advocacy victories, including the deductibility of PPP loans, lowering among the highest LLC fees in the nation, making employer-sponsored health insurance more accessible to small businesses, and reducing red tape in Chicago.

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

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## How does the SBAC help?

The SBAC is here to listen to what members of the community and chambers of commerce see, hear and experience every day. We work with chambers of commerce and community leaders to formulate policies and move them through the political process.

# What is the Advocate Partner Program?

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As part of this program, Chamber members become SBAC General Members. This includes direct engagement in SBAC advocacy initiatives, which are laser-focused on supporting small businesses and local communities through advocacy newsletters, video updates, legislation-specific action calls, events, and town halls. Also included is the SBAC's partnership in the promotion of chamber events.

Furthermore, your chamber may endorse specific advocacy initiatives and take a leadership role in these efforts. Advocate partners can choose which efforts to support, depending on board and member insight.





# MEMBERSHIP THROUGH CHAMBERS

## OVERVIEW

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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**. This is a free service for our Advocate Partners.

This program will help the small business community speak with a strong and united voice.

## FEATURES

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- Co-branded advocacy newsletters, action calls, and advocacy-related content
- Legislative briefings and town halls
- SBAC partnership in promoting chamber events
- Access to SBAC research, policy, and legislative resources
- SBAC webpage for chamber advocate partners

## NEXT STEPS

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



## Onboarding

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 appreciate your support and all you do for our community.

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 General Member. This Membership provides the opportunity to more easily engage in advocacy efforts laser-focused on supporting small businesses and improving our economy. 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. Learn more about 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. You may opt out at any time. We are excited to get this partnership started.

Advocating for the small business community is incredibly important to us. Our partnership with the SBAC will enhance our ability to get engaged!



Become an Advocate Partner!

# Learn More

## Phone Number

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 312-548-8608

## Email Address

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## Website

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