



NATIONAL SUPPORTER SPRING DAY PACK

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We invite you to join us in Africa's most powerful small business and job creation movement as we mobilise the nation to go out and support small businesses this Spring Day!

1 SEPT 2023



SMALL BUSINESSES

Join us for the Official National Celebration Live Event

In this power-packed live Q&A, we will explore the impact of small businesses, be inspired and learn from like-minded business professionals, and be part of the national movement mobilising South Africa to support small businesses.

01 SEPT 2023
LIVE STREAM
09:30



[REGISTER HERE](#)



SMALL BUSINESSES

Say "thank you" for the support

Small businesses can get involved by posting a "thank you" message on 01 September 2023 to South Africa for supporting their businesses and the impact their support has on them, their employees and their families.

Remember to include [#AbsaSmallBizFriday](#) [#SpringDay](#) [@NSBCAfrica](#)

Download artwork from our media pack to use on your social media channels or create your own

[DOWNLOAD HERE](#)



ANYONE & EVERYONE

Announce yourself as a Proud Supporter of Small Business

Show your customers that you're taking part in Small Business Friday and are invested in rebuilding South Africa through small business growth. Encourage them to join this nation-building movement and help us to build a frenzy on social media.

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ANYONE & EVERYONE

Walk the talk

In the spirit of the day, go out and support local small businesses on 01 September 2023 and beyond. Share your experience on social media and challenge others to do the same.



OFFICIAL HASHTAG

[#AbsaSmallBizFriday](#)

OFFICIAL PAGES

[@smallbizfriday](#)



OFFICIAL WEBSITE

[www.smallbizfriday.co.za](#)

KEY MESSAGES

By supporting small businesses, we are creating more jobs (thus alleviating unemployment), developing local communities and the pivotal role they play in the socio-economic development of our country.

When you shop at small businesses, you impact the owner, the employees, their families, the community, and South Africa as a whole.

We call on the nation to get behind the job creators, nations builders, entrepreneurs, and the hardworking men and women who make up the backbone of the economy.

CALLS TO ACTION

- Visit and shop at your favourite small businesses on [#AbsaSmallBizFriday](#)
- Keep the momentum going and dedicate yourself to supporting small businesses all year round
- Share what you're up to on social media using [#AbsaSmallBizFriday](#)
- Inspire your clients to get involved
Connect with other small businesses in your community

