



Resolution: Designating the Saturday after the Thanksgiving holiday as “Small Business Saturday” and supporting efforts to increase awareness of the value of locally owned small businesses.

Ratified: November 2012

WHEREAS, the National Foundation for Women Legislators (NFWL) recognizes that America’s small businesses are the economic engine that drive the economy and that by supporting small businesses we benefit our communities; and

WHEREAS, small businesses represent 99.7% of all businesses having employees (commonly referred to as ‘employer firms’) in the U.S.; and

WHEREAS, small businesses employ 50% of the employees in the private sector; and

WHEREAS, small businesses pay 44% of the total payroll of the employees in the private sector; and

WHEREAS, small businesses are responsible for more than 50% of the private, nonfarm product of the gross domestic product; and

WHEREAS, small businesses generated 65% of net new jobs during the last 17 years; and

WHEREAS, small businesses generate 60-80% of all new jobs annually; and

WHEREAS, small businesses focus on two key strategies: deepening relationships with customers and creating value for customers; and

WHEREAS, 92% of consumers agree that the success of small businesses is critical to the overall economic health of the United States; and

WHEREAS, 93% of consumers in the United States agree that small businesses contribute positively to the local community by supplying jobs and generating tax revenue; and

WHEREAS, 99% of consumers in the United States agree that it is important to support the small businesses in their community; and

WHEREAS, 90% of consumers in the United States are willing to pledge support for a ‘buy local’ movement; now

THEREFORE BE IT RESOLVED, The National Foundation for Women Legislators designates the Saturday after the Thanksgiving holiday as “Small Business Saturday” to increase awareness of the value of locally owned small businesses and their impact on the economy of the United States; and

BE IT FURTHER RESOLVED, the NFWL Policy Committee urges states and localities to support Small Business Saturday and encourages Americans to shop at local small businesses on Small Business Saturday.