Urgent Ask:

Without focused, coordinated demands from the small business community that elevate the serious flaws of the PPP, Congress will simply flood more money into the program with no changes to make it more effective. This will leave out most small businesses and communities of color and will dramatically increase both corporate concentration and the racial wealth divide in our country.

With coordinated messaging, timing and targets -- we have a better chance of breaking through to demand that Congress fix the PPP and create a COVID relief program that works for ALL small businesses. Please join together to use a #SmallBizNeedsNOW Hashtag to elevate our members stories - especially those of small business owners of color -- every day next week at 9am. We look forward to talking to you one on one about this effort. Below is more context and a set of shared tools that we invite you to add onto.

The Context:
The COVID programs for small businesses are officially closed -- but Main Street businesses aren’t done fighting. Tell Congress to provide relief funds that put Main Street before Wall Street and help businesses in our hardest-hit communities.

Giant hotel and restaurant chains have made off with millions from the Paycheck Protection. Ruth’s Chris Steakhouse took $20 million. Billion-dollar hedge funds have applied for help. With many banks offering the PPP only to existing loan customers, countless small business owners never stood a chance.

For Black-owned business, this has led to more redlining in small business lending. And many immigrant business owners were shut out when required translation of documents never came. Women-owned businesses and rural businesses, and very small businesses are also being left behind.

Tell Congress more money and a better program. Take these action steps before our independent businesses collapse. We need more than just expanded funds, we need a structural change to the program, with an emphasis on direct subsidies over loans.

What You Can Do Right Now:
- Elevate your small business stories using #SmallBizNeedsNow
- Make a video MSA sample instructions
- Sign On To This Letter Save our Economy:Protect Main Street Jobs & Businesses

Engage in our 8AM tweetstorms (see below for more)

Tweetstorms
- schedule out and elevate these messages for these three days, with a push at the start of “business hours” *8AM CST:

Monday 4/20 at 8am CST
Targets - Congressional Leadership:
@senschumer @speakerpelosi @senatemajldr @SenatorDurbin @RepJeffries and Local legislators!

Tuesday 4/21 at 8am CST
Targets - Small Business Leadership:
@NydiaVelazquez @housesmallbiz @RepSteveChabot @SenRubioPress @SmallBizCmte @SenatorCardin

Wednesday 4/22 at 8am CST
Other Key Targets - : @RepMaxineWaters @ChuckGrassley @SteveScalise @WhipClyburn @RepJayapal @SenatorHawley

Social Media Toolkit:

Top Messages - Small Biz Owners:

Here’s what my #SmallBizNeedsNow - an overhauled #PPPLoan program that prioritizes direct subsidies NOW. @senschumer @speakerpelosi @senatemajldr @NydiaVelazquez @housesmallbiz

The #PPPLoan is complicated, risky and hard to access - What my #SmallBizNeedsNow is a direct subsidy program to keep my workers employed. @senschumer @speakerpelosi @senatemajldr @repvelazquez @housesmallbiz @SmallBizCmte

As business hours get started, I’m sharing what my #SmallBizNeedsNow - not business as usual, but a plan to get #smallbiz on the path to economic recovery. The #PPPLoan should be a bridge to a more comprehensive program that works for ALL #smallbiz

Communities of color already are bearing the harshest impacts of the #COVID19, with higher levels of job loss and illness. #SmallBiz owned by people of color must receive their fair share of #PPPLoans relief and recovery - What #SmallBizNeedsNow is a program accessible to all!

*** SHARE YOUR STORY (with video or other) using #SmallBizNeedsNow***

Video Instructions