RECORD and POST a 30 SECOND VIDEO on your situation:

Here's an example from Molly Moon.

Retweet this example from Kelly Conklin!

How to set up your video:

- Sit in a quiet spot with good light on your face
  - Do not sit in front of a window, check to make sure you are not in silhouette
- If you have any business items/logos nearby, you can use those as a background, otherwise simple 1 color backgrounds are best
- Play back to make sure the sound is clear

What to say in your video (no more than 200 words/aim for 1 min):

- Introduce yourself and your business (how were you doing before the crisis)
  - Number of employees
  - Any milestones you would have hit
- How did Covid affect your business
  - Layoffs?
  - Business decline
  - Closure?
  - What are your challenges, issues with the PPP/EIDL
- Go into - We need something better.
- Loans are risky, complicated. We need direct subsidies.
- If we don’t take action, ... what are the consequences
  - For your business
  - For your employees
  - For your community

How to Post your Video:

- Use Twitter, Instagram and Facebook on a public setting (your business page/profile) if you can
  - Use #SmallBizNeedsNow
  - Highlight urgent policy needs from https://www.smallbizcovid19.com/our-recommendations
- TAG US so we can elevate:
  - Instagram - @mainstreetalliance_
Target Local and state reps, and ask them to share your story as well.

Target these legislators (Federal):

Small Business Targets

- **Congresswoman Velazquez**
  - Twitter: @NydiaVelazquez
  - Instagram: @rep_velazquez
  - Facebook: [https://www.facebook.com/RepNydiaVelazquez/](https://www.facebook.com/RepNydiaVelazquez/)

- **Congressman Chabot**
  - Twitter: @RepSteveChabot
  - Instagram: @repsεtevechabot
  - Facebook: [https://www.facebook.com/RepSteveChabot/](https://www.facebook.com/RepSteveChabot/)

- **Senator Cardin**
  - Twitter: @SenatorCardin
  - Instagram: @senatorcardin
  - Facebook: [https://www.facebook.com/senatorbencardin/](https://www.facebook.com/senatorbencardin/)

- **Senator Rubio**
  - Twitter: @marcorubio
  - Instagram: @senatormarcorubio
  - Facebook: [https://www.facebook.com/SenatorMarcoRubio/](https://www.facebook.com/SenatorMarcoRubio/)

Senate/House Leadership:

- **Senator McConnell**
  - Twitter: @SenateMajLdr
  - Facebook: [https://www.facebook.com/mitchmcconnell/](https://www.facebook.com/mitchmcconnell/)

- **Senator Schumer**
  - Twitter: @SenSchumer
  - Instagram: @chuckschumer
  - Facebook: [https://www.facebook.com/senschumer/](https://www.facebook.com/senschumer/)

- **Rep. Nancy Pelosi**
  - Twitter: @SpeakerPelosi
  - Instagram: @speakerpelosi
  - Facebook: [https://www.facebook.com/NancyPelosi/](https://www.facebook.com/NancyPelosi/)