

Campaign pack and guide: how to get involved



**Community Business
Weekend 2019**

[#CommunityBusinessMatters](https://twitter.com/CommunityBusinessMatters)



What's it all about?



Community Business Weekend (#CBwkd19) runs from Thursday 16th May to Sunday 19th May 2019, with people across the country encouraged to visit a community business near them and find out what they do.

This year's theme is why #CommunityBusinessMatters and community businesses, their volunteers and their customers will be sharing what their community business means to them.

We know there are many reasons why community business matters and there are many ways to celebrate Community Business Weekend. We've made it even easier this year to be involved and to spread the word with a range of options depending on how much time you have.

Social media

We will be sharing all of our updates via social media, so first things first make sure you follow:

- @communitybiz on **Facebook**
- @peoplesbiz on **Twitter**
- @peoplesbiz on **Instagram**
- Power to Change **YouTube**
- **#CommunityBusinessMatters**

Why take part?

Over the last three years, community businesses up and down the country have organised events during Community Business Weekend to:

- Engage or re-engage with their community by showcasing their services and explaining how their business benefits the local area
- Get local people signed up to volunteer, buy community shares or even become trustees
- Celebrate this unique business model that puts local people in power and say thank you to their volunteers and supporters
- Invite local dignitaries such as MPs, local councilors and mayors to raise the profile of their business
- Understand what the needs of their community are before setting up a new community business or project
- Consult local people about new plans and ideas

Community Business Weekend isn't just about showing your community what you do. Your community is full of hidden talent, people who have useful skills they could volunteer, people who could be part of your leadership team, not to mention becoming valued customers for your products and services. Don't forget those people who can help you through their personal and professional connections such as local government and funders. This is your chance to remind them how important and brilliant your community business is, and that it is on their doorsteps.

Need inspiration?

Community businesses come in all shapes and sizes, some have been going for years others are just the spark of an idea. Whatever your business, whatever stage you are at, there are plenty of ways to celebrate and get involved in Community Business Weekend 2019. See what other community businesses have done to celebrate Community Business Weekend in the past. View [here](#).



Get involved!



How to take part?

Whatever stage your business is at, Community Business Weekend can fit around your business needs, and how much planning time you have. We would love for you to organise an event especially for Community Business Weekend - and do check our **events guide** or **contact us** for support.

However, if you are pushed for time, there are lots of other ways you can get involved. Here's a list to get you started.

15 minutes

- Post your business hours on to the **Events map** and make sure all your staff know what Community Business Weekend is. More info in our **events guide**
- Share the **content** we have created on social media.



30 minutes

- Create your own #CommunityBusinessMatters social media posts using our **templates**
- Help us spread the word by posting content in your newsletters/your website or by sending your story to the local media. We've created some **templates** to make this easier for you

1 hour or longer

- Spreading the word to your community. By contacting local schools, colleges, councillors, and MPs you can spread the message about your Community Business and encourage them to get involved in the celebrations. To help you do this we have created some **template letters** for you to edit and send out
- Create your own #CommunityBusinessMatters films that showcase your community business.
- Host your own event. There are lots of different types of event that you could host from an open-doors event, a pop-up, taking people on a tour, running a surgery session, raising on. For further information and ideas download our events guide

For more information about how to get involved with Community Business Weekend 2019 visit **www.communitybusinessweekend.org**

Community Business Weekend is supported by Power to Change, the independent charitable trust set up to support community businesses to create better places across England. For support and funding for your community business, visit **www.powertochange.org.uk**

Whatever, the size and scale of your event, don't forget to share your plans:

- on our **events map** and you will receive free stickers and bunting,
- share on social media
- let us know at **cbweekend@powertochange.org.uk** and we can share it.