

November 12, 2025

Subject: Join us in supporting Small Business Saturday®!

Dear Mayor:

On behalf of our 9,700 members in British Columbia, the Canadian Federation of Independent Business (CFIB) invites you to join us in celebrating Small Business Saturday® on **November 29th, 2025**.

Here's how you can help:

- Post on social media about Small Business Saturday - tag CFIB and use our campaign hashtags (listed at the bottom of this letter) so we can amplify your support.
- Visit a local business in your community on November 29 and share a photo or story online.
- Mention Small Business Saturday in your interviews or speeches to remind people to shop local.

Small Business Saturday takes place the day after Black Friday, which is typically dominated by big box stores and online giants. For small businesses, this day provides a vital boost in visibility and sales to carry them into the all-important holiday season. The stakes are especially high this year: small business confidence in British Columbia has been low, especially amongst retail and hospitality businesses, and half of small businesses report insufficient demand as the top factor limiting their sales or production growth. Every local purchase makes a meaningful difference!

To make it easy, here's a sample post you can copy and personalize:

Sample Post:

#SmallBusinessSaturday is November 29! Did you know that 66 cents of every dollar you spend at a #smallbusiness stays in the community? This holiday season let's support local entrepreneurs who keep [Community/Town] strong. Here's one of my favourites: [tag a local business]

Tags:

- [@CFIB](#) on Facebook
- [@CFIB_FCEI](#) on Instagram
- [@CFIBNews](#) and [@cfibNational](#) on X
- [@CFIB](#) on LinkedIn

Hashtags:

- [#SmallBusinessEveryDay](#)
- [#JeChoisisPME](#)

Web links:

- (EN) [SmallBusinessEveryDay.ca](#)
- (FR) [JeChoisisPME.ca](#)

Your support truly matters. By highlighting Small Business Saturday, you are helping small businesses in your community to get the recognition they deserve during one of the busiest times of the year.

Small Business Saturday is presented by CFIB in partnership with Amex®.

Thank you in advance for championing Canada's small businesses. If you have any questions, please don't hesitate to contact us at 236-638-8518 or Ryan.Mitton@cfib.ca

Sincerely,



Ryan Mitton
Director of Legislative Affairs,
British Columbia



Kalith Nanayakkara
Sr. Policy Analyst, British Columbia

About CFIB

The Canadian Federation of Independent Business (CFIB) is Canada's largest association of small and medium-sized businesses with 100,000 members across every industry and region. CFIB is dedicated to increasing business owners' chances of success by driving policy change at all levels of government, providing expert advice and tools, and negotiating exclusive savings. Learn more at cfib.ca.

*CFIB, Your Business Outlook Survey, February 2009 to August 2025, cfib.ca/barometer.