



Bigger and Better Business

Presented By:

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**Gulf Coast Regional Director of Bigger
and Better Business**



BROTHERHOOD FIRST!

Mission

To promote Leadership,
Financial Literacy and
Entrepreneurship to the
Brotherhood through our
BBB Initiatives.

CULTURE FOR SERVICE AND SERVICE FOR HUMANITY.



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BBB Program Initiatives for 2020 1st Quarter

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Initiatives

- **Project VITA**
- **State Conference Activities**
- **Financial Literacy Workshops**
- **Sigma Small Business Week**

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Project Vita 2020

- **Establish a Certified Chapter Tax Assistance Location or volunteer at an IRS Certified Location**
- **Encourage Brothers to become VITA Certified**
- **Visit <https://www.irs.gov/individuals/irs-tax-volunteers>**

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State Conferences Activities

- **Execute a BBB Program**
 - **Dress for Success Men's Warehouse**
 - **Financial Literacy Workshop**
 - **Jopwell Career Advancement Program – www.jopwell.com**
- **Solicit Small Businesses to sponsor our Regional and/or State Conference**

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Financial Literacy Workshop

- **Schedule a date with Wells Fargo or a Local Financial Institution in your area**
- **Find a secure facility to host the Workshop**
- **Promote the event via flyers, social media, etc.**



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Sigma Small Business Week

- **Target Week**
 - May 3-9, 2020
- **Activities**
 - Invite Businesses to speak at chapter meeting
 - Stage a networking mixer showcasing small businesses
 - Promote spotlight a chapter event or function
 - Push targeted “business partners” on chapter’s social media and websites
 - Recruit small businesses to participate in the “business partners” program
 - Schedule a SBA-lead small business workshop
 - Use [#PBS1914BBB](#) to flood social media
 - Patronize with a show of financial support targeted “business partners”

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