



GENERAL QUESTIONS

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What is Shop Small®?

Shop Small is a movement encouraging people to shop at small businesses; millions of individuals, businesses, and communities have embraced it nationwide. Learn more on our [about](#) page.

When is Small Business Saturday®?

Small Business Saturday is celebrated annually on the Saturday after Thanksgiving.

How can I get my community involved?

There are several good ways to get your community involved in the Shop Small Movement. Learn more at ShopSmall.com/About.

SMALL BUSINESS OWNERS

What resources are available to me as a small business owner and how can I access them?

As a small business owner, you can explore the [Promote Your Business](#) section of the site for free marketing materials including free in-store signage, social media posts, and email templates to help you promote your business. You can also read stories of how other small business owners have made the most of Shop Small marketing materials.

If you are a qualifying American Express® Card accepting small merchant, you can unlock more value. Learn more [here](#).

My business operates online. Can I still access free marketing materials?

Yes. Visit the [Promote Your Business](#) section of the site to find out more.

Am I qualified to include my business location(s) on the Shop Small Map? Is there anything I need to do?

To determine if your business location(s) qualify to be included on the Shop Small Map, you can review the qualification criteria in the [merchant-specific FAQs](#).



If you are a qualifying merchant, to help ensure that your business location(s) has been included and is listed correctly on the Shop Small Map, go to the [Merchant Shop Small Site](#) and log in to review and update your customer-facing information. Make sure to check the box next to “Get free exposure for your business. Allow your public information to be seen on our map and other marketing materials.”

Are there any program costs charged by American Express to be part of the Shop Small Movement?

No. As a small business owner, you are automatically part of the movement. The Shop Small Movement helps bring communities together to show support for you, the small business owner, and help give you exposure throughout the year. You can explore the [Promote Your Business](#) section of the site for free marketing materials that you can use to help promote your business.

I am not an American Express Card accepting merchant. Where can I go to learn more about becoming an American Express merchant?

If you are not an American Express Card accepting merchant, but would like to learn more about how your business can start accepting American Express Cards, click [here](#) or call 1-855-TAKE-AMEX.

CONSUMERS

Why should I participate in the Shop Small movement?

As a consumer, you are a key part in helping small businesses thrive. By shopping or dining at small businesses throughout the year, you’re showing your support for the small businesses in your neighborhood and reinvesting in the community you call home.

How can I participate?

There are lots of ways you can support small business. You can go shopping or dining at a local small business, invite friends to shop with you, or share on your social networks where you #ShopSmall. Learn more about how you can participate in the Shop Small movement at [ShopSmall.com/About](#).