

# Time to Celebrate! SCORE Reaches Year 50 of Serving the Small Business Community

October 2014 marks SCORE's 50<sup>th</sup> Anniversary and this next year will be one of recognition and celebration like no other.

You may have already noticed that National has started raising awareness of this monumental achievement with 50<sup>th</sup> Anniversary messaging and images in its marketing efforts.

**Throughout the year, stay tuned for all sorts of activities and initiatives centered on our 50<sup>th</sup> anniversary and your contributions to entrepreneurs and the small business community.**

- **“50 Finest” recognition campaign** - SCORE will distribute weekly videos to clients, partners and volunteers which feature individual mentors. The goals are to recognize mentors for their service, connect SCORE volunteers across the country, and increase recruitment of new volunteers.
- **“52 for You” email and social media campaign** – These weekly notes will serve to inspire small business owners with motivational quotes, images and facts to help them stay focused on the long-term picture.
- **2014 Awards Celebration** – SCORE plans to hold this event in Washington, D.C. and encourage representation from the White House and invite plentiful media coverage. This will be the culmination of the year-long celebration to honor the dedication of SCORE volunteers across the U.S.

**Wondering how your chapter can leverage SCORE's 50<sup>th</sup> Anniversary to increase awareness of your services, drive new client signups, and recruit new members?**

Check out the 50<sup>th</sup> Anniversary Chapter Toolkit in the [SCORE.org](http://SCORE.org) Volunteer Center. In the toolkit, you'll find ideas, step-by-step instructions, and resources to help you make the most of this national milestone and promote your efforts at the local level. We invite you to put the toolkit to work for you and fuel your outreach to potential clients, existing clients, potential volunteers, existing volunteers, and community partners.

Have questions about the 50<sup>th</sup> Anniversary celebration marketing activities or need P.R. assistance?

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