**BUSINESS SURVEY ACTIVATION PLAN:**   
  
One of the most basic and critical functions of the Chamber is to serve as a resource of information for our members and community.  Our need to reach out and be a voice for our members is at a critical level right now and we need your help!

1. **Contact each business using the script provided** -----
2. **Ask provided leading questions and listen to their needs**
   1. If a member is fearful about how to make payroll or financial concerns… notify them that the **SBA Disaster Loan** was made available for business in NC last week & refer them to our partners at the SBTDC (details below)
      1. For immediate business counseling & assistance with the SBA Loan application process ---- Connect them with the Small Business and Technology Development Center. Ron Elmore, [relmore@sbtdc.org](mailto:relmore@sbtdc.org) or Janelly Rosales, [jrosales@sbtdc.org](mailto:jrosales@sbtdc.org)
      2. For more information on the SBA Disaster Loan they can go to --- [SBA.gov/disaster](http://SBA.gov/disaster)
3. **Immediately record a summary of the call** -----
   1. Are they managing this with little disruption? Indicate by checking the “EXCEPTIONAL” box .
   2. Is the business severely struggling and in need of immediate intervention? Indicate by checking the box “HELP NEEDED”
   3. Record any other details about your conversation that would be helpful for us in customizing assistance for them.
4. **THANK THEM** ----
   1. Thank them for their continued partnership. Remind them that we are here to assist them directly if any need arises.

Again, members can find more information on the [www.catawbachamber.org/covid19](http://www.catawbachamber.org/covid19) page.  
  
Our challenge is to contact all shareholders by April 3rd & we’ll evaluate the replies.

SAMPLE PHONE SCRIPT  
Hello XXXX,  
  
This is XXXXX, with The Chamber of Catawba County.  I’m reaching out on behalf of our team --- we’re calling all of our partners **directly** to check on you and how you’re managing this unprecedented time.

We wanted to remind you that we’re here and IN IT WITH YOU…..and also ask a couple questions to assist us in understanding how we can best provide you with assistance.

* From your perspective, how has COVID-19 impacted your business?
* At this time, what are your most critical needs?
* Is there anything in particular that we can do for you immediately?

Before we conclude, I wanted to remind you of a resource guide we’ve created on our website that we are updating with the latest announcements & information that becomes available. Go to our website --- [www.catawbachamber.org](http://www.catawbachamber.org) and click on the big red box at the top of the page.

Finally, please don’t hesitate to reach out to our team directly with any questions. We’re here to serve you and support you through this time.

Thank you again for your partnership.”