

SMALL BUSINESS SATURDAY® TOOLKIT

Customer email templates

Ready-to-use messages to help promote your business



HOW TO USE: Copy the email, replace the bracketed text with your business information and personalize it for your customers.

TEMPLATE 1 General customer email

SUBJECT LINE

Celebrate Small Business Saturday® with us

EMAIL COPY

Small Business Saturday is November 28!

We're proud to be a small business, and we're grateful to the customers and community who make what we do possible.

This Small Business Saturday, we invite you to support local independent businesses like ours, whether that's making a purchase, booking a service, recommending a local business or simply spreading the word.

Every time you choose small, you're supporting the people and businesses that help our communities thrive.

Thank you for supporting small businesses on November 28 and all year long.

[Business name]

[Visit us / Book with us / Learn more]

BEFORE SENDING: Replace all red bracketed text and remove the brackets.

Small Business Saturday • November 28, 2026

cfib.ca/saturday



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TEMPLATE 2 Promotion or event email

SUBJECT LINE

Shop with us this Small Business Saturday®

EMAIL COPY

Small Business Saturday is November 28, and we'd love to celebrate with you!

Stop by **[Business name]** and discover **[products / new arrivals / gift ideas / SBS special]** while supporting a local independent business.

This Small Business Saturday:

[Add details about your promotion, event, special products or in-store experience.]

WHERE: **[Location]**

HOURS: **[Saturday hours]**

WHAT'S HAPPENING: **[Optional SBS offer or activity]**

Thank you for choosing to shop small. Your support makes a real difference to businesses like ours and the communities we call home.

We hope to see you on November 28!

[Business name]

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