

GLOBAL ENTREPRENEURSHIP WEEK GUIDE

RURAL ENTREPRENEURS



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ABOUT GEW

Global Entrepreneurship Week is a movement to celebrate and empower entrepreneurs in every country and community around the world – especially those who face structural barriers or may have never considered the idea of launching a startup. Each November, 10 million people take part in tens of thousands of activities, competitions and events that inspire them to act and provide them with the knowledge, experience and connections they need to succeed.

Global Entrepreneurship Week reaches beyond high-tech startup hubs like Silicon Valley, London and Shanghai. It envisions one entrepreneurial ecosystem open to all, including smaller cities in emerging economies and under-represented communities, whether systemically marginalized, geographically hard-to-reach or otherwise pushed aside or left out. National campaigns are driven by local event organizers who plan activities tailored to their community's needs. Activities can range from small, local gatherings to massive international competitions – or anything in between.

More than 200 communities in the United States take part, with more than 1,000 activities taking place across the country every year. Past VIP participants have included celebrity investor Mark Cuban, rapper Pitbull, Michigan governor Gretchen Whitmer and more.

While GEW only takes place one week each year, the connections made are long-lasting. The campaign serves as an opportunity to collaborate and engage with organizations and individuals to celebrate and spotlight entrepreneurs, expose people to the path of entrepreneurship, help them get started and facilitate access to capital and the resources they need to succeed.

Global Entrepreneurship Week is powered by the Ewing Marion Kauffman Foundation and supported by a range of strategic partners including corporate sponsors like FedEx, entrepreneurship support organizations like Endeavor Global, a diverse collection of national host organizations and 25,000 local event organizers.



GEW + RURAL ENTREPRENEURS

We are all familiar with the entrepreneurship hubs of Silicon Valley, Austin and New York, where there are many options for funding and resources. However, there is increasing emphasis on entrepreneurs starting and growing businesses in the middle of the country -- as well as in smaller, rural communities. With the rise of rural entrepreneurship, there is also a need for resources to help entrepreneurs start and scale their businesses.

Global Entrepreneurship Week highlights rural entrepreneurs across the country and around the world and those who are developing new tools to empower their local entrepreneurs.

Benefits of participating:

- Shine a spotlight on communities in the heartland.
- Raise awareness of resources for rural entrepreneurs at the community, state and federal levels.
- Connect rural entrepreneurs to capital and attract capital to the region.
- Connect with other similar ecosystems to discuss best practices.
- Learn what steps can be taken to make your community a place startups want to start and grow.
- Advocate for more entrepreneurial resources in your ecosystem.



HOW TO GET INVOLVED

1. Browse our Ideas Bank

If you already have an event scheduled for November, skip ahead to #3 below. If you don't already have something in mind, we have 100+ ideas collected from GEW organizers around the world to inspire you.

Access the Ideas Bank [here](#).

2. Use our Audience Guides

GEW has something in it for everyone - entrepreneurs, investors, support organizations, policymakers and more. These guides help you tailor your GEW activity to your audiences and their interests.

Access the Audience Guides [here](#).

3. Add Your Event at gewusa.co

Create a user profile (or login to your current profile) on the site to add your activities to gewusa.co to help entrepreneurs thrive in your community and amplify awareness of your event.

Access the Event Calendar [here](#).

4. Display the GEW Official Activity Badge

Emphasize your affiliation with GEW by incorporating the brand into your marketing materials, websites, newsletters and event signage. Check out our GEW brand guide, logo files, social cards and other brand resources.

Access GEW Branding Materials [here](#).

5. Spread the Word

Leverage our promo toolkits and templates to raise awareness in your networks and communities – and be sure to use the tags below so we can help amplify it!

Access the Digital Promotional Toolkit and Templates [here](#).



IDEAS BANK

Looking for some other ideas on how you can rally support for your local startups and small businesses during GEW?

ALTERNATIVE FUNDING OPTIONS IN YOUR COMMUNITY / REGION

Traditional lending from VCs or banks does not work for everyone. In this activity, share information and insights from alternative funding sources to raise awareness of options for entrepreneurs.

Example:

[Alternative Funding Options in your Community/Region](#)

Hebrew Free Loan Association (GEW 2020)

CONVERSATION WITH A MAYOR, CONGRESSMAN OR GOVERNOR

Policies at the community and regional level can impact the ability of businesses to start and grow. Do local policies attract entrepreneurs to starting businesses or deter them? Gather entrepreneurship-related questions from constituents and have a moderator pose them to the policymaker. Entrepreneurs should view this as an opportunity to advocate for policies and access to resources. This is also an opportunity for policymakers to hear what really matters to entrepreneurs, as well as to share what policies they are focusing on to make the local or regional environment more attractive to entrepreneurs.

Example:

[Conversation with A Congressman](#)

Conductor (GEW 2020)



RESOURCE FAIR

Host a gathering of resource providers so that entrepreneurs can come to a one-stop-shop for business resources. Resources providers may include a local CDFI, chamber of commerce, bank, representatives, SBDCs, library, SCORE and others.

Example:

[Entrepreneur Resource Fair](#)

Kentucky Innovation Network

COFFEE WITH THE CHAMBER

Host a roundtable or panel to allow entrepreneurs to ask questions of your local Chamber of Commerce. This informational session should allow the chamber to share resources and give new and existing entrepreneurs a better understanding of business resources available in the community.

Example:

[Coffee with the Chamber](#)

Fort Worth Hispanic Chamber of
Commerce (GEW 2020)



SPEED NETWORK THE GLOBE

Networking is a great way to connect with the various actors in your ecosystem. Host a gathering of entrepreneurs, investors, and resource providers to facilitate meaningful connections - face-to-face or virtually - that will extend long past GEW.

I AM AN ENTREPRENEUR

I Am an Entrepreneur is a social media campaign seeking to highlight the diverse stories and faces of entrepreneurship. We are asking entrepreneurs to share their "aha" moment, the moment that they realized that they were an entrepreneur.

STARTUP NATIONS POLICY DIALOGUE

The Startup Nations Policy Dialogue provides an opportunity to gather policymakers and ecosystem leaders for a discussion - at the local, state or national level - about innovative policy approaches to empower entrepreneurs in your community. The model has been used to share best practices and stimulate action at a growing number of sessions around the world.



DIGITAL AWARENESS

Register your activities as 'GEW Official Activities' on GEW.CO to participate in the worldwide campaign and connect with the GEW Host in countries where your activities are being hosted. engage in the global dialogue around GEW on your favorite social media channels to spread the word and show others what your community is all about.

Be sure to post photos and video clips from your GEW activities and events on social media using the official hashtag!

For more information, access our [digital promotional toolkit](#).

BRANDING SUPPORT + ADDITIONAL GUIDANCE

GEN provides all partners with tools, templates and resources to help plan, promote and produce an activity or otherwise get involved during Global Entrepreneurship Week. Go to gew.co to find:

- GEW 'Official Activity' badge
- GEW activity branding guide
- Promotional toolkit + social media card templates
- Leaderboards for the most active partner organizations and cities and more.

For any questions, reach out to Garry Lyon at garry@genglobal.org.



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