

GLOBAL ENTREPRENEURSHIP WEEK GUIDE

FOR CHAMBERS OF COMMERCE



GLOBAL ENTREPRENEURSHIP WEEK

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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.



Partners are encouraged to plan activities tailored to their needs. Activities during the Week can range from small, local gatherings to massive international competitions - or anything in between. Meanwhile, a collection of signature activities provide partners with a ready-made offering and set of instructions to plan a local (or virtual) activity like a Startup Huddle event, Speed Network the Globe session or even a Startup Nations Policy Dialogue for your community.

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GEW + CHAMBERS OF COMMERCE

Chambers of commerce support business communities in cities across the United States. However, many entrepreneurs do not know about the resources or support that chambers can provide them. With changing business environments, it is important to have a relationship with your chamber of commerce to advocate for your best interests.

Global Entrepreneurship Week highlights chambers of commerce across the country and who are developing new tools to empower their local entrepreneurs.

Benefits of participating:

- Share chamber resources with local entrepreneurs Form connections with new and existing businesses.
- Connect with chambers of commerce in other communities.
- Hear from entrepreneurs about the resources they need.



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?

Coffee with the Chamber

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

Example:

[Coffee with the Chamber](#)

Fort Worth Hispanic Chamber of Commerce
(GEW 2020)

Business 101

Starting a business can be daunting. Host a workshop to go over the various legal and financial components you need to consider when starting a business. Consider covering topics such as forms of business organization, tax requirements, business licensing, and financing options.

Example:

[Business Start-Up: The Essentials](#)

Knoxville Chamber of Commerce (GEW 2020)



Women in Entrepreneurship Panel

Bring your community together to inspire future female entrepreneurs, innovative thinkers and potential investors by hosting a panel of women who are successful entrepreneurs, experienced investors, community development leaders, or corporate partners who support entrepreneurship.

Example:

[Women in Business](#)

Humboldt Chamber of Commerce (GEW 2020)

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 Northeast Ohio](#)

Hebrew Free Loan Association



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.



@GEWUSA
@unleashingideas



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@unleashingideas



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ABOUT THE U.S. CHAMBER OF COMMERCE

The U.S. Chamber of Commerce is the world's largest business organization representing companies of all sizes across every sector of the economy.

Members range from the small businesses and local chambers of commerce to that line the Main Streets of America to leading industry associations and large corporations. For more than 100 years, they have advocated for pro-business policies that help businesses create jobs and grow our economy.



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