

APPENDIX 1 – Notice to Potential Survey Participants

Dear [Name]:

[Organization name] is collaborating with the National Women’s Business Council (NWBC) on a research study focused on how women-owned businesses can grow through increased access to the corporate market and partnership with corporate supplier diversity programs. As part of the research for this study, a random selection of women business owners in our database will be invited to complete a survey about their experiences in the corporate market.

This research initiative is the first time the federal government has undertaken a study to recognize the vital role of the corporate market in supporting the growth of women-owned businesses. The study has been reviewed and approved by the federal Office of Management and Budget (OMB); without OMB’s approval, the survey could not be conducted.

NWBC will use information gathered from this study to produce recommendations to the President, Congress, and the U.S. Small Business Administration on policy and program initiatives to facilitate the growth of women-owned businesses. The information will also be used to provide practical guidance to women business owners on how corporate supplier diversity programs can be leveraged to increase opportunities for their companies to gain access to corporate markets.

NWBC is a non-partisan federal advisory council created to serve as an independent source of advice and counsel to the President, Congress, and the SBA on economic issues of importance to women business owners. Its mission is to promote initiatives, policies, and programs designed to support women’s business enterprises at all stages of development in the public and private sector marketplaces—from start-up to success.

If you are selected, NWBC will send you more information about the survey and invite your voluntary participation. This study will provide vital information on how women entrepreneurs can expand their businesses through participation in the corporate market and identify structural and other issues that may impede women-owned firms from realizing their full economic potential. Your answers on the survey will be kept private, and will only be reviewed by consultants of NewPoint Strategies, LLC, the company conducting the research for the National Women’s Business Council.

At [organization name], we value and respect your time. We believe that the knowledge gained through this study will be of significant value to women-owned businesses and your insights will contribute to its significance. For that reason, if you receive an invitation, I encourage you to add your voice to this important study by completing the survey.

If you have any questions or would like additional information about the study, please contact [name]. She can be reached by phone at [phone #] or by e-mail at [e-mail address].