

Ad copy and graphic copy for January 2021 Campaign for Buy Social USA:

\$60 million dollars. That's the equivalent of how much global software company SAP is forecasting to spend on products and services "solely from social enterprises" by 2021. And that's just the beginning. As other Fortune 500 companies follow suit, that number looks closer to \$34 billion a year.

Add the U.S. government's goods and services procurement, and the market is as large as \$8.51 trillion.

New markets mean more opportunities for impact - more communities supported, more trees planted, more opportunities to reduce waste. Whatever your impact, the B2B social procurement market can help you do more!

The problem: these purchasers can only buy from social enterprises if they know that they exist. That's why Buy Social USA is helping U.S. social enterprises tell their story through short, powerful videos. Don't have a video? Don't worry, we can help. Just fill in the application form to secure your spot.

B2B Social Enterprises: Share Your Story!



Your work is changing the world.

That's why the world needs to see it.

Apply today to participate in Buy Social USA's #buybetter campaign and showcase your work in front of businesses *purchasing specifically from social enterprises.*



Spots are limited! Apply today at buysocialusa.org.