



## Serving our communities and underrepresented businesses in need

At Pace, we believe in entrepreneurship, giving back and paying it forward. We've developed a program to partner with underrepresented business founders to create a positive impact because we believe that investing in our community will propel a meaningful, innovative and profitable entrepreneurial ecosystem for the future. The Pace Impact Project Program will select up to four entrepreneurs and small businesses to share our marketing expertise with and help them develop their social media presence.

Pace will work with the selected businesses to harness the power of social media to create a campaign that will measurably impact the chosen businesses and their bottom lines, whether it is generating awareness, increasing consideration from new customers or converting engaged customers. Pace will also teach the selected businesses how to measure and continue their social media efforts thereafter. Each company's social media campaign will include a social media calendar and a recommended cadence of posts.

### Selected businesses will be provided with:



Annual social media plan  
with a calendar



2-3 social posts per month  
created by Pace and coaching  
for creating the balance of  
posts for the month.



Training on how to  
maintain their social media  
plan in the future

### Ideal small business candidates will have the following characteristics:

- Multicultural, LGBTQ+, woman, veteran, disabled or otherwise underrepresented founder or co-founder
- Located within one of the Pace communities (Greensboro, NC; New York, NY; San Antonio, TX)
- A commitment to working with Pace team members and providing business information relevant to creating a meaningful social media campaign

**Applications accepted October 20–December 1, 2020.**

Please visit the Pace website at [paceco.com/pace-impact-project](https://paceco.com/pace-impact-project) to apply.