

U.S. Small Business
Administration

MADE IN AMERICA

Restoring U.S. Manufacturing

Resource Partner Toolkit

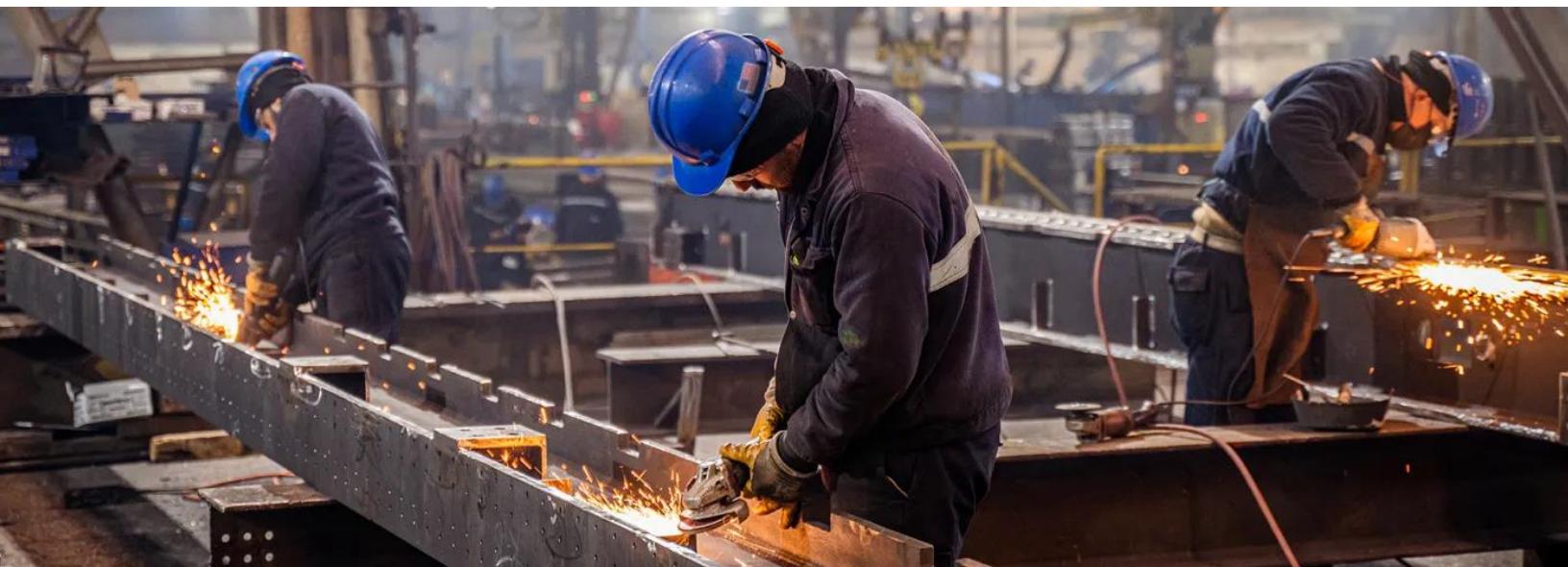


Table of Contents

Purpose.....	3
Ensures Consistent Brand and Messaging	3
Aligns Resource Partner Goals with SBA's Strategic Priorities	3
Background	3
Role of SBA Resource Partner.....	4
Increasing Access to Capital for Small Manufacturers	4
Identify Manufacturing Baselines.....	4
District Manufacturing Coalition	4
Resource Partner Success Stories	5
Key Messages.....	6
General Made in America Talking Points	6
Why Invest in Small Manufacturers?	7
What Role Does the SBA Play in Manufacturing?	7
How Can SBA's Office of Advocacy Assist?	9
Outreach to Borrowers	9
How Can American Manufacturers Expand Through Government Contracting?	11
How Can American Manufacturers Expand Through Exporting?.....	11
Social Media Posts.....	12
X Posts.....	12
LinkedIn Posts	13
Best Practices for Outreach, Business Visits & Training	14
Made in America Resource Day.....	15
Financial Literacy Training	15
Funding Roundtable/Roadshow	16
Access to Capital Training.....	16
Thought Leadership via Strategic Alliances, Content Sharing, Speaking Opportunities	17
Additional Resources	17

Purpose

The Made in America Manufacturing Toolkit provides SBA's resource partners with tools and resources for outreach efforts to small manufacturers. This includes increasing access to capital to manufacturing industries and references desired outcomes. It was created with input from field leaders and in coordination with the SBA's Office of Field Operations, Office of Manufacturing and Trade, Office of Communications and Public Liaison, Office of Capital Access, Office of Entrepreneurial Development, and Office of Advocacy to maximize the power of one consistent SBA voice.

Ensures Consistent Brand and Messaging

The goal of this toolkit is to help align our efforts across the nation and maintain a consistent message by leveraging the power of SBA's brand. It includes:

Key Messages – For use when writing speeches, delivering presentations and engaging with media.

Outreach Materials – For use when communicating, marketing and organizing Made in America events.

Best Practices – Samples of effective, impactful events and activities.

Aligns Resource Partner Goals with SBA's Strategic Priorities

This toolkit provides resources to increase access to capital in manufacturing communities. It also aligns our efforts to support the President's America First Agenda which includes:

- *Increasing* the number of loans made to domestic manufacturers to further their financial capacity.
- *Conducting* outreach to the community to increase access to capital within the manufacturing sector.
- *Increasing* the production, use, and export of domestically produced products.
- *Building* a robust and sustainable entrepreneurial ecosystem.

Background

SBA works to help entrepreneurs start, grow and expand small businesses. One of SBA's top priorities is a deeper engagement with manufacturing communities where access to capital and federal contracting opportunities have been limited.

SBA is laser focused on supporting domestic manufacturing and financial prosperity through working collaboratively with an Interagency Task Force of federal partners. In support of that,

the SBA has established a Made in America Manufacturing initiative that commits to a deeper collaboration and coordination of the agencies' resources. On its own and with your help as our resource partner, SBA is working to increase access to capital, improve opportunities for public and private investments in support of manufacturing in America, and help small businesses explore and export products globally. The effort aims to achieve the President's vision of America First with world-class resources and the tools and support necessary to build robust, sustainable communities.

In support of this initiative, SBA's Office of Capital Access has committed to expanding guaranteed loan products for entrepreneurs who manufacture in America. Additionally, the Office of Field Operations has established district-level priorities to help focus efforts in support of American manufacturers.

Role of SBA Resource Partner

SBA resource partners will play a vital role in the Made in America Manufacturing Initiative by working together with SBA to expand access to capital, identifying key manufacturing benchmarks, and fostering collaboration through district manufacturing coalitions. Additionally, showcasing success stories of manufacturers who have leveraged SBA programs will highlight the impact of these efforts and inspire further growth within the sector.

Increasing Access to Capital for Small Manufacturers

For manufacturing outreach and in alignment with SBA outreach goals and training activities, this initiative will include increasing access to capital in American manufacturing communities. Additionally, SBA resource partners are encouraged to work with SBA district offices to support their goal of increasing the number of SBA-guaranteed loans made to American manufacturing small businesses in HUBZones by 5 percent and expand use of the SBA's Lender Match tool in the manufacturing industry.

Identify Manufacturing Baselines

SBA resource partners are encouraged to identify baselines to fill gaps and measure outcomes on manufacturing clients served, to include types of manufacturing businesses, assistance received, manufacturing jobs created and manufacturing jobs maintained.

District Manufacturing Coalition

District offices have been tasked with establishing a team of small business ecosystem leaders that are focused on the advancement of small manufacturers within their respective district territory.

This manufacturing-focused coalition will consist of:

- Regional Administrator and/or District Director

- Small Business Development Center State, Regional, or District Director
- SCORE State, Regional or District Director
- WBC State, Regional or District Director
- VBOC State Regional or District Director
- Directors or equivalent of partnering Federal Agencies

Additional collaborators may also include:

- National Federation of Independent Business
- National Association of Government Guaranteed Lenders
- National Association of Development Companies
- National Association of Federal Credit Unions
- National Credit Union Association
- Other federal, state and local government agencies related to economic development, tourism, specific audiences and areas, etc. Federal options include U.S. Department of Commerce (Economic Development Administration, Minority Business Development Agency), Appalachian Regional Commission, U.S. Commercial Service, U.S. Postal Service, U.S. Patent and Trade Office, Department of Interior (Indian Affairs), Department of Veteran Affairs, U.S. Department of Agriculture, Department of Homeland Security-Cybersecurity & Infrastructure Security Agency
- State banking and credit union associations
- Higher education institutions
- Trade associations
- Community Builders Network
- Chambers of Commerce
- Manufacturing based incubators and accelerators
- National Association of Manufacturers
- Manufacturing Extension Partnerships
- State Manufacturing Associations
- STEP Grantees

Resource Partner Success Stories

[SBA's new manufacturing webpage](#) will feature stories of small manufacturers who found success utilizing SBA and its' resource partner programs and services to take their business to the next level. Specifically, SBA is looking for success stories pertaining to:

- Manufacturing borrowers
- Manufacturing exporters
- Manufacturers using natural resources (timber, minerals, etc.)
- Legacy manufacturing (family-owned)
- American manufacturers
- Women and veteran owned manufacturers

If your office has any businesses that meet this criteria, please coordinate with your local SBA district office public information officer, district director, or deputy district director in developing a success story to be featured on the SBA webpage.

Key Messages

General Made in America Talking Points

- On Monday, March 10, 2025, SBA Administrator Kelly Loeffler announced the agency's new Made in America Manufacturing Initiative at a small manufacturing business in Indianapolis, Indiana.
- The Initiative will support President Trump's broader effort to revitalize American industry by cutting regulation, expanding access to capital, promoting workforce development, and creating a dedicated infrastructure to support small manufacturers.
- SBA representatives will continue to meet with small manufacturers across the country as part of a Made in America Roadshow. Stops in the coming weeks include Columbus, Detroit, and other manufacturing hubs.
- President Trump has committed to restoring American manufacturing to bolster national security, generate a blue-collar boom, and restore economic dominance:
 - President Trump unveiled a plan for fair and reciprocal trade, making clear to the world that the United States will no longer tolerate being ripped off — a plan met with praise across the board.
 - President Trump announced his plan to cut taxes on domestic production and all manufacturing – as well as his goal to restore 100% expensing for manufacturers.
- The country gained 10,000 manufacturing jobs in President Trump's first full month in office – a swift turnaround after losing an average of 9,000 manufacturing jobs per month, or 111,000 total, in the final year of the Biden Administration.
- The rebound in manufacturing jobs was led by the automobile sector, which gained 8,900 new jobs in February – after losing 27,300 auto jobs in Biden's final year – showing that firms are reshoring production and positively responding to President Trump's trade policies.

- The manufacturing turnaround has been confirmed by S&P Global's own U.S. manufacturing survey, which surged last month to its highest level since June 2022, and the Manufacturing ISM Report On Business, which returned to expansion territory after 26 consecutive months of contraction.

Why Invest in Small Manufacturers?

- There are almost 600,000 small manufacturers in the U.S.—this represents 99 percent of all manufacturing enterprises.
- Small businesses in manufacturing employ more than 5 million people and generate more than \$1 trillion in gross revenue.
- The average small manufacturer generates \$5.4 million in annual revenue.
- Small businesses comprise 96.6 percent of all exporters in the U.S. and manufacturers are the largest share of exporters.

What Role Does the SBA Play in Manufacturing?

- Each year, SBA helps more than 50,000 small manufacturers start and grow their business. This includes:
 - Ensuring small enterprises have access to government contracting opportunities through the largest purchaser of goods in the world: the U.S. federal government.
 - Lending and investment programs that provide billions of dollars in vital capital and financial assistance to manufacturing firms each year.
 - Counseling and training resources to support small manufacturers through a national network of partners who are skilled in developing plans to acquire financing, expand capacity and meet workforce needs.
- SBA is establishing an Office of Manufacturing and Trade to expand current assistance to small manufacturing businesses by:
 - Advancing policies for small manufacturers that create opportunities and remove barriers to success
 - Bolstering programs that help small manufacturers overcome challengers through capital, counseling and contracting program
 - Connecting manufacturers to resources vital to their economic growth

- The Made in America Manufacturing Initiative aims to streamline resources, increase capital access, and expand public and private investments in the manufacturing sector.
- Since fiscal year 2024, SBA has supported over \$4.6 billion in financing to manufacturers creating over 72,000 jobs.
- The SBA promotes economic diversification for American manufacturers by empowering entrepreneurs and creating a more viable economic environment for them.
- Small businesses create two out of three net new private sector jobs; American manufacturers must develop their workforce:
 - American manufacturers must identify employment needs, attract workers from urban and American manufacturers centers alike, and provide the training and education necessary to fill those needs.
 - American manufacturers can partner with educational institutions to provide career training and development and expand apprenticeship opportunities.
 - American soldiers transitioning to the civilian workforce bring discipline, dedication and skills that are transferable into the manufacturing sector whether as small business entrepreneurs, innovators or employees.
- As part of the Made in America Manufacturing Initiative, the SBA will:
 - Cut \$100 billion in regulation through the Office of Advocacy, which is empowered by law to work across federal agencies to identify and eliminate rules, policies, and procedures that disproportionately burden small businesses and manufacturers.
 - Launch a Red Tape Hotline for small business owners and manufacturers to share feedback and submit onerous regulations for review.
 - Reduce barriers to access for the 504 loan program, a zero-subsidy program which provides capital for real estate, construction, and equipment purchases. Zero-subsidy means the program operates without ongoing taxpayer funding and is sustained by borrower and lender fees.
 - Expand the use of the 7(a) Working Capital Pilot program, which provides financing to fund inventory purchases and export-related expenses for international markets.

- Promote a skilled manufacturing workforce by partnering with agencies, trade schools and private sector stakeholders to create a pipeline of skilled workers to support manufacturing.
- Support President Trump's manufacturing agenda, including tariffs to restore fair and reciprocal trade, tax cuts on domestic production, and 100% expensing retroactive to Jan. 20, 2025, for manufacturers.
- The SBA is working to ensure American manufacturers are aware of opportunities through [Historically Underutilized Business Zones](#).
- The SBA is working to ensure American manufacturers have access to the capital they need to start, grow or expand a business, especially in areas where there may be fewer options for conventional loans.

How Can SBA's Office of Advocacy Assist?

- The Office of Advocacy is an independent federal agency that is uniquely empowered to help small manufacturers with their regulatory concerns.
- Advocacy is the watchdog for the concerns of small businesses in the regulatory process. Advocacy works hard to restrain over-regulation that imposes excessive costs on small businesses.
- Specifically, Advocacy supports manufacturers across America by:
 - Connecting directly with small manufacturers across the nation to ensure their voices are heard in the regulatory process.
 - Advocating to reduce the red tape that has placed an unnecessary burden on manufacturing businesses.
- Advocacy has launched a [Red Tape Hotline](#) for small business owners and manufacturers to share feedback and submit burdensome regulations for review.

- If you have concerns about federal regulations that impose excessive costs on small businesses, contact SBA's Office of Advocacy by calling [1-800-827-5722](tel:1-800-827-5722) and pressing option 3 or emailing RedTape@sba.gov.

Outreach to Borrowers

- The SBA helps entrepreneurs start, grow or expand a business.
- The SBA has tools such as Lender Match to help American manufacturers access capital to start, grow, expand or export. Lender Match is a free online referral tool that connects small businesses with participating SBA-approved lenders in their local counties within two business days. To get started today, visit SBA.gov/lendermatch.
- Those who need capital to achieve their small business goals have access to a variety of funding programs through the SBA:
 - SBA-guaranteed loans from financial institutions that can help with as little as \$500 for working capital, larger amounts for purchasing equipment, refinancing fixed assets or specific financing for exporting
 - Private investors via Small Business Investment Companies
 - Small Business Innovation Research/Small Business Technology Transfer grants in support of scientific research and development
 - SBA-guaranteed surety bonds help make businesses more competitive
- SBA resource partners are available to assist your business with developing your business plan or preparing a loan application. Learn more about how SBA can help elevate your manufacturing business by visiting sba.gov/manufacturing.
- The 7(a) loan program is SBA's primary business loan program for providing financial assistance to small-medium sized manufacturers. SBA provides guaranties to lenders for loans up to \$5 million that allow you to offer financial help to small businesses.
- SBA's 7(a) Working Capital Program is a comprehensive line of credit program that supports asset-based and transaction-based financing, helping manufacturers manage their working capital needs and take on new contracts. The 7(a) WCP has been engineered to:
 - Enhance liquidity through an Asset-Based WCP loan which allows manufacturers to draw working capital against their inventory and accounts receivable
 - Finance new projects under a Transaction-Based WCP that can support up to 100% of related expenses

- Provide financing for both domestic and export orders under a single line of credit
- The 504 loan program provides long-term, fixed rate financing for major fixed assets that promote business growth and job creation. 504 loans are available through Certified Development Companies (CDCs), SBA's community-based nonprofit partners who promote economic development within their communities. CDCs are certified and regulated by SBA.

How Can American Manufacturers Expand Through Government Contracting?

- Government contracts are a tremendous financial opportunity for small manufacturers.
- The U.S. government is the largest customer in the world. It buys all types of products and services — in both large and small quantities — and it's required by law to consider buying from small businesses.
- SBA works with federal agencies in order to award 23% of prime government contract dollars to eligible small businesses. It also offers counseling and help to small business contractors.
- The government wants to buy from small manufacturers for several reasons, including:
 - To ensure that large manufacturers don't "muscle out" small manufacturers
 - To gain access to the new ideas that small manufacturers provide
 - To support small manufacturers as engines of economic development and job creation

How Can American Manufacturers Expand Through Exporting?

- Nearly 96% of consumers live outside the U.S., and two-thirds of the world's purchasing power is in foreign countries.
- SBA is positioned to help manufacturers grow and open new international markets. Regardless of where you are in your export journey, SBA's team of export specialists can work with you to assess your export readiness and connect you with federal, state, and local resource partners who can help you go global.

- Having access to working capital is a critical first step in expanding your export efforts. It allows a manufacturer to navigate the extended sales cycles associated with international orders.
- SBA works directly with federal and resource partners throughout the country to assist businesses with accessing the financing they need to build and maintain a global customer base. This includes advice from experienced professionals from public and private organizations that help small businesses explore the process of exporting.

Social Media Posts

X Posts

- 1) [Insert resource partner] is committed to boosting U.S. manufacturing! 🎉💪 We're working with @SBAgov to expand access to capital, increase contracting opportunities, and support small businesses. #MadeInAmerica, #AmericaFirst, #PuttingManufacturersFirst
- 2) Did you know? 600,000+ small manufacturers make up 99% of U.S. manufacturing enterprises! @SBAgov and [Insert resource partner] are here to help them thrive. 🏠 #MadeInAmerica, #AmericaFirst, #PuttingManufacturersFirst
- 3) Small manufacturers employ 5+ million Americans and generate \$1 trillion in revenue. 📈 @SBAgov and [Insert resource partner] are helping them grow with funding, training & federal contracts! #MadeInAmerica, #AmericaFirst, #PuttingManufacturersFirst
- 4) The U.S. government is the world's largest buyer! 🚀 @SBAgov and [Insert resource partner] helps small manufacturers tap into federal contracts to scale their business. #MadeInAmerica, #AmericaFirst, #PuttingManufacturersFirst
- 5) @SBAgov is expanding support for small manufacturers! 🎉 The SBA's new Manufacturing Office will provide more resources, remove barriers & boost opportunities. #MadeInAmerica, #AmericaFirst, #PuttingManufacturersFirst
- 6) 2 out of 3 new private sector jobs are created by small businesses! 🕒 @SBAgov and [Insert resource partner] support workforce training to help manufacturers grow. #MadeInAmerica, #AmericaFirst, #PuttingManufacturersFirst

- 7) Veterans bring valuable skills to the manufacturing sector!  @SBAgov and [Insert resource partner] help veteran-owned manufacturers succeed with funding, training & contracts. #VetBiz #MadeInAmerica
- 8) @SBAgov is increasing manufacturing opportunities in Historically Underutilized Business Zones!  [Insert resource partner] can help with accessing capital & contracts. Don't miss this opportunity to grow your manufacturing business! #MadeInAmerica, #AmericaFirst, #PuttingManufacturersFirst
- 9) Regulations can be a challenge for small businesses.  @AdvocacySBA fights to reduce red tape & support small manufacturers. #MadeInAmerica, #AmericaFirst, #PuttingManufacturersFirst
- 10) @SBAgov is hitting the road!  The Made in America Manufacturing Roadshow will help small manufacturers access funding, contracts & export opportunities. Stay tuned! #MadeInAmerica, #AmericaFirst, #PuttingManufacturersFirst

LinkedIn Posts

- 1) Manufacturing is the backbone of the American economy, and *small businesses make up 99% of all manufacturing enterprises* in the U.S.  
[The U.S. Small Business Administration](#) and [Insert resource partner] are committed to supporting small manufacturers by:
 - Expanding access to capital
 - Increasing public & private investment opportunities
 - Connecting businesses to federal contracting & export programsThrough the Made in America Manufacturing Initiative, we are working closely to ensure small manufacturers have the tools they need to thrive. Learn more about how SBA can help your business grow at [sba.gov/manufacturing](#)
#MadeInAmerica, #AmericaFirst, #PuttingManufacturersFirst
- 2) Did you know? Small manufacturers employ over 5 million Americans and generate \$1 trillion in revenue annually. Their success is critical to building a stronger U.S. economy.  
[The U.S. Small Business Administration](#) supports small manufacturers by:
 - ◆ Providing billions in capital through loans & investments

- ◆ Helping businesses secure government contracts—the U.S. government is the world's largest purchaser of goods
- ◆ Offering training & counseling to help manufacturers expand & scale
- ◆ Cutting regulatory red tape for small manufacturers

With the launch of their Manufacturing and Trade Office, SBA is doubling down on efforts to remove barriers, create opportunities, and foster innovation in the manufacturing sector. Learn how to take advantage of these opportunities by contacting us today!

#MadeInAmerica, #AmericaFirst, #PuttingManufacturersFirst

- 3) One of the [U.S. Small Business Administration](#)'s top priorities is deeper engagement with manufacturing communities—especially those facing barriers to capital and federal contracting opportunities. That's why they've launched the Made in America Manufacturing Roadshow! 

During this nationwide effort, SBA will connect directly with small manufacturers to share:

- ◆ Funding opportunities to start and grow businesses
- ◆ Government contracting resources to expand market access
- ◆ Export assistance programs to reach global customers

If you're a small manufacturer looking to scale, innovate, and compete, learn more about how the SBA can support your business at [sba.gov/manufacturing](#)

#MadeInAmerica, #AmericaFirst, #PuttingManufacturersFirst

Best Practices for Outreach, Business Visits & Training

Because SBA's Made in America Manufacturing initiative goes beyond a simple partnership, SBA will coordinate with organizations and federal partners to conduct events centered around manufacturing resources. Below are some examples of events that may be conducted in your area. Please reach out to your nearest district office to express interest in collaborating in any manufacturing-related events.

Made in America Resource Day

Effort Focus / Goal Alignment: Comprehensive full-day, event-based initiative that involves all key audiences with various knowledge- and mind-sharing activities, including outreach, training and visits

Audiences: General public, lenders, small business owners, public officials, community leaders, resource partners, media

Purpose / Outcome(s) to Measure

- Raise awareness of baseline/high-level messaging.
- Increase visibility.
- Gather influencers in the marketplace.
- Share beneficial messages.

Implementation Tactics

- Identify local district office as the coordinator for the effort.
- Identify and contact potential federal partners and confirm participation/date.
- Assign program (lending, contracting, outreach, etc.) responsibilities.
- Secure location and other community collaborators.
- Identify co-sponsors and organizations to exhibit.
- Promote event via media alert and digital outreach via SBA and federal partner/ecosystem collaborator assets.
- Determine and confirm collateral (nametags, check-in, table tents, audio visual, etc.).
- Align event with National Manufacturing Day on October 3rd.

Financial Literacy Training

Effort Focus / Goal Alignment: Training/education and efficiency via community collaboration.

Audiences: General public, small business owners

Purpose / Outcome(s) to Measure

- Educate small business owners
- Raise awareness
- Increase visibility

Implementation Tactics

- Work with district offices to teach general financial literacy classes in the area.
- Coordinate schedules to have SBA representative at trainings to highlight SBA efforts that support small businesses.
- Determine location to host classes (library, higher/secondary education institution).

- Highlight SBA's funding efforts as a part of the class.
- Utilize OFO's Are You Lender Ready Workshop series
- Work with Community Builders Network to expand manufacturing awareness

Funding Roundtable/Roadshow

Effort Focus / Goal Alignment: Specific-audience interaction with focused roundtable based on small business lending and/or economic development and role of small businesses in it. Invite lenders active in the manufacturing segment to participate and share best practices.

Audiences: Lenders, banking groups, economic development organizations, public officials, community leaders, media

Purpose / Outcome(s) to Measure

- Educate respective leaders and champions on various initiatives.
- Identify gaps in service and possible solutions.
- Identify other situations/challenges/needs unique to the local community.
- Target specific subject matters.
- Recruit new lenders and/or borrowers.
- Potential and supporting partnerships for ongoing collaboration.

Implementation Tactics

- Determine participants (e.g. audience could be only financial institutions and chambers or small business owners and lenders) OR identify a series of banks to visit with American manufacturers economic development organization or other state/local banking group.
- Partner with other federal agencies (HUD, DOL, DOD, USDA, EDA, etc., as appropriate).
- Identify up to 10 possible participants and moderator and/or five locations to visit.
- Identify location to host roundtable.

Access to Capital Training

Effort Focus / Goal Alignment: A training forum that highlights SBA-backed loan products and how to best prepare for getting one

Audiences: Variety of SBA-affiliated financial institutions, state bankers' association, small business owners, public officials, community leaders

Purpose / Outcome(s) to Measure

- Educate small business owners.
- Engage and recruit a variety of SBA lenders

Implementation Tactics



- Recruit a panel of 7(a), 504/CDC, microlender, etc., to discuss what they look for in successful loan apps.
- Encourage lenders to share their presence at event with their current/potential customers.
- Utilize OFO's Are You Lender Ready Forum

Thought Leadership via Strategic Alliances, Content Sharing, Speaking Opportunities

Effort Focus/Goal Alignment: Expand reach through expert positioning and collaborators who can carry the SBA message and/or share it with their respective and relevant audiences

Audiences: Influential small business owners, financial institutions, public officials, community leaders

Purpose/Outcome(s) to Measure

- Maximize impact and reduce duplication of efforts with and among influencers.
- Identify ways the SBA and its resource partners can leverage relationships with federal, state and local collaborators to accomplish the agency's goals pertaining to manufacturing.

Implementation Tactics

- Identify key influencer groups/organizations that can be ambassadors for and/or whose membership could benefit from SBA and resource partner resources and offerings.
- Identify ways the groups/organizations communicate to their membership.

Additional Resources

- [National Made in America Press Release](#)
- [Indiana Made in America Readout](#)