

FAQ

Why is NSBA doing this now?

Corporate demand for credible small business engagement is increasing, particularly around payments, workforce, technology, and trade. This structure allows NSBA to engage in a meaningful way that aligns NSBA's mission with Corporate partners goals.

Is this pay-to-play?

No. Corporate participation does not confer policy authorship, veto power, or influence over NSBA's policy positions. NSBA's policy agenda remains set by its membership. The Council is a forum for engagement, insight, and alignment—not policymaking.

How is this different from sponsorships or partnerships NSBA has done before?

This model is structured, ongoing and selective. It is not event sponsorship, logo placement or transactional fundraising. Participation is tied to substantive engagement—research, surveys, forums, and coalition-aligned initiatives—rather than visibility alone.

Are trade associations allowed to participate?

Trade associations often coordinate corporate policy positions and participate in coalition-based advocacy. Allowing them to engage—under the same guardrails as individual companies—supports alignment and reduces duplicative or conflicting advocacy.

Why not lead every issue directly instead of using coalitions?

Coalition-first engagement allows NSBA to scale impact, reduce risk, and avoid expanding into areas where it lacks a clear member mandate. This approach strengthens and broadens NSBA's voice while lending credibility to our partners.

Does this distract from NSBA's core advocacy mission?

No. The Council is designed to support—not replace—NSBA's advocacy by improving insight, strengthening alignment, and generating unrestricted revenue that supports core operations.

Why is this the small-business council to engage with?

Participation is limited and by invitation only. NSBA retains discretion over who participates, how engagement occurs, and which initiatives are pursued to ensure core alignment among our partners and our small-business members.

To learn more, please contact Todd McCracken at tmccracken@NSBAadvocate.org