Hello [RECIPIENT],

We are inviting your organization to become a valuable business partner to the Supplier Diversity Office (SDO). Certification through the SDO can be a powerful marketing tool and may help grow your business.

As a certified business you can market to other companies on state contracts looking to buy from certified diverse vendors. If your business is already on contract and becomes certified, buyers may choose to buy from your company to help reach diverse and small business spending goals. Many other public, quasi-public, and private organizations outside of state government have their own supplier diversity programs, which SDO certification may allow you to participate in.

Other benefits to SDO certification include:

* Receiving updates on upcoming state bids
* Having access to training and networking events
* Appearing in the SDO’s certified business database, which is used by Prime Contractors and public organizations looking to spend with diverse and small businesses

Please check out the SDO’s [brochure](https://www.mass.gov/lists/sdo-multilingual-brochures) to learn more about SDO certification and how it could benefit your company.

To learn if your business is eligible for certification, please take the SDO’s [Certification Self-Assessment](https://www.mass.gov/forms/take-the-certification-self-assessment) online. The assessment, and certification itself, are completely free.

We hope you consider certification. The state spent more than $3.26 billion on contracts with diverse and small businesses like yours last year alone!

If you have questions, please contact our SDO help desk at sdp@mass.gov.

Sincerely,

[NAME]