Hello [RECIPIENT],

As a prime contractor on a Massachusetts state contract, did you know certification through the Supplier Diversity Office (SDO) may help grow your business?

Certification through the SDO can be a powerful marketing tool. 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. Certification can also help market to other companies on state contract looking to buy from certified diverse vendors.

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. Certification can be valuable to your current clients as well, as some may need to create partnerships with diverse businesses as a condition of their contract.

There are many benefits to SDO certification. Once certified, you will get **updates on upcoming state contracts**, have access to **free training**, and **be listed in the SDO’s vendor database**, which is used by Prime Contractors and public organizations looking to spend with diverse and small businesses. SDO certification is free and can provide your business with new opportunities and prospects.

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.

If you want to find out 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. To get started, answer a few basic questions about your company. The assessment, and certification, are completely free.

If you are eligible, we hope you consider certification. The state spent more than $3.26 billion on contracts to diverse and small businesses last year alone!

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

Sincerely,

[NAME]