

# Double Up Food Bucks

Farm Stand & Direct Marketing  
Site Training

23 March 2021





# Today's Agenda

- Welcome & Introductions
  - FFN & MIFMA
- Brief History & 2020 Recap
- Pandemic-Related Program Info
- Accessing Program Materials
- Program Implementation
  - Tokens, Eligible Items, What happens at the market, electronic redemption system
- Record Keeping & Reporting
  - Quarterly reports, season closeout
- Grant Process
- Communications
- Important Dates & Next Steps
- Questions & Answers



# Introductions & Contact Info

FFN – Double Up Food Bucks questions

- Contact Cassidy Strome, Double Up Food Bucks Market & Direct Site Manager
- **[cstrome@fairfoodnetwork.org](mailto:cstrome@fairfoodnetwork.org)**
- (734)213-3999 ext. 109

MIFMA – SNAP questions

- Contact Joe Lesausky, Food Access Director
- **[joe@mifma.org](mailto:joe@mifma.org)**



**Growing the health & wealth  
of communities through food.**



# Food Insecurity | Michigan

**1 in 7**

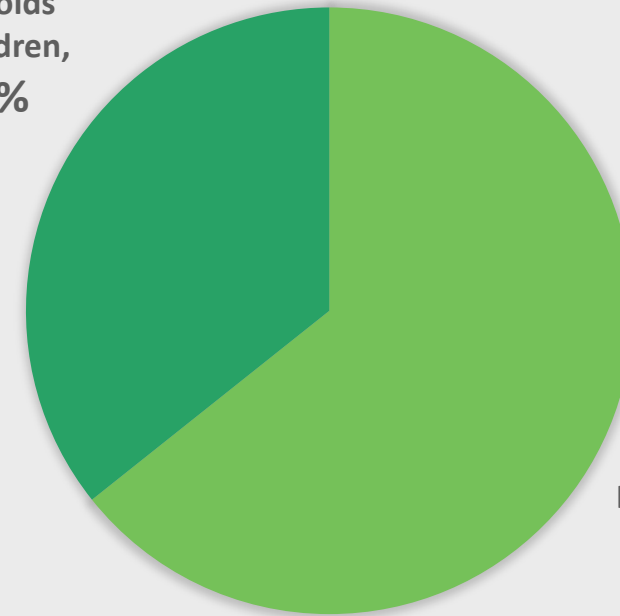
People in Michigan  
struggle with hunger

**\$2.79**

Average cost  
of a meal (US)

## HOUSEHOLDS RECEIVING SNAP BENEFITS

Households  
with children,  
**35.7%**



Households  
without  
children,  
**64.3%**



Proven to reduce food  
insecurity  
**by as much as 30%**

Average monthly  
benefits in Michigan  
are less than  
**\$4 per day per person**

Sources: (1) Center on Budget and Policy Priorities. (2) Food and Nutrition Services, SNAP Data Tables, December 2019



# Significant Challenges Exist to Eating Healthy on SNAP

- Inadequate SNAP benefits and changing eligibility requirements
- Limited access to purchasing healthy foods
- Environmental factors associated with poverty
- Unhealthy foods marketed in low-income communities
- **Affordability/Price**





**DOUBLE UP  
FOOD BUCKS™**



# Double Up Food Bucks | How it Works

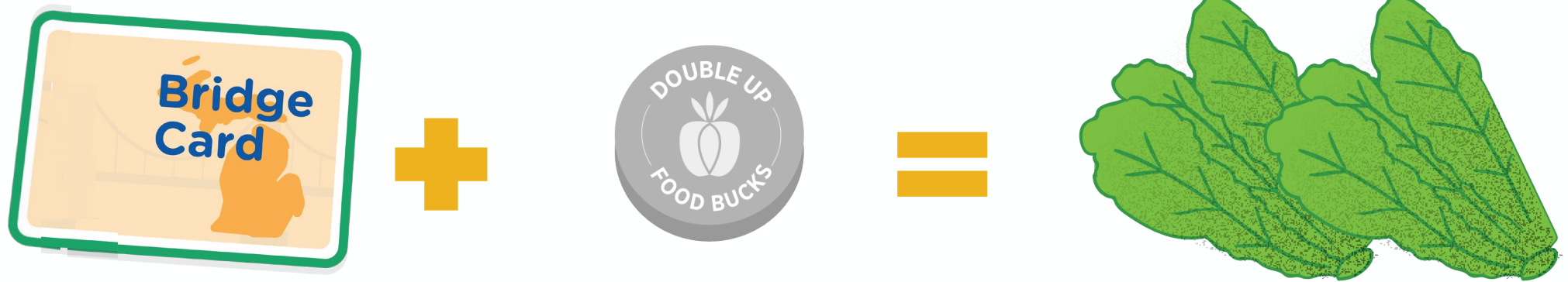


**BUY \$1**



**GET \$1**

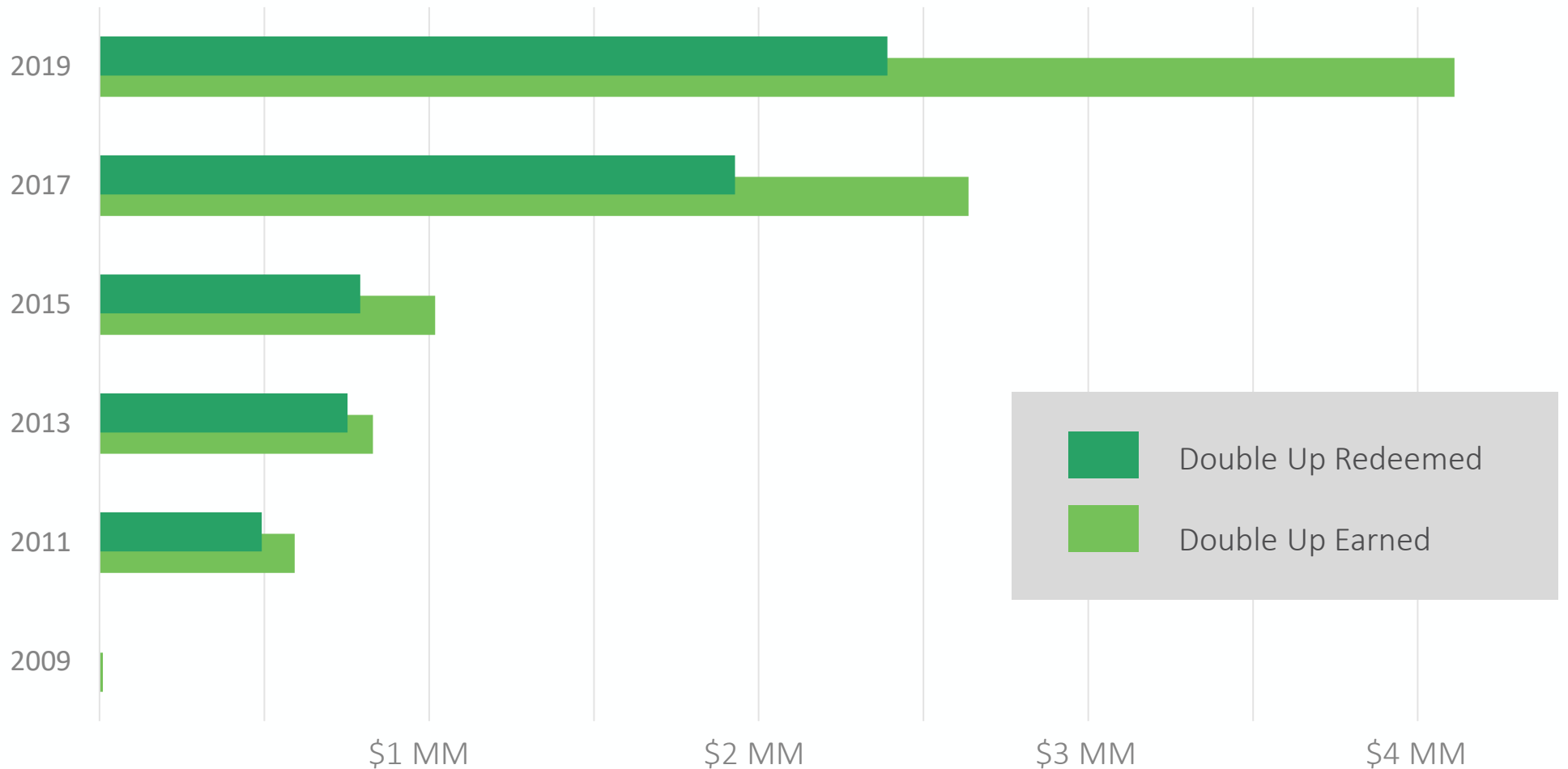
# Double Up Food Bucks | How it Works





# Growth of Double Up in Michigan

Annual SNAP & Double Up Sales (grocery & farmers market)



# Double Up Food Bucks 2020 Recap

- 2019 Earned: \$628,009
- 2020 Earned: \$1,124,768.09
- 2019 Spent: \$576,762
- 2020 Spent: \$884,991.97



# Pandemic-Related Program Info

- Daily Earning Cap
  - Typically the earning cap is at \$20/day
  - Starting at the beginning of the pandemic in 2020, the earning cap was removed entirely
  - Beginning May 1<sup>st</sup> (or when your market opens) the earning cap is at \$50/day for the duration of 2021
- Pandemic EBT (P-EBT)
  - Any child who is eligible for free/reduced lunch will receive a P-EBT card
  - Each child in will receive their own card, it is not per family unit
  - Eligible for Double Up match
  - Track the number of P-EBT cards you encounter
  - Payments are retroactive to September, paid to cards through June





# PANDEMIC-EBT (P-EBT) & DOUBLE UP FOOD BUCKS



**P-EBT benefits are considered the same as SNAP, so you can use them to Double Up on healthy fruits and veggies the next time you shop!**

Michigan recently announced the Pandemic-EBT (P-EBT) program, providing temporary food assistance benefits to families with school-aged children that are eligible for free and reduced-priced lunches. No application is necessary for eligible families to receive P-EBT benefits.

#### **How do I get my P-EBT card?**

Families with children eligible for P-EBT will receive a pre-loaded Bridge (EBT) Card in the mail.



**Have questions about P-EBT? Please contact 1-833-905-0028.**

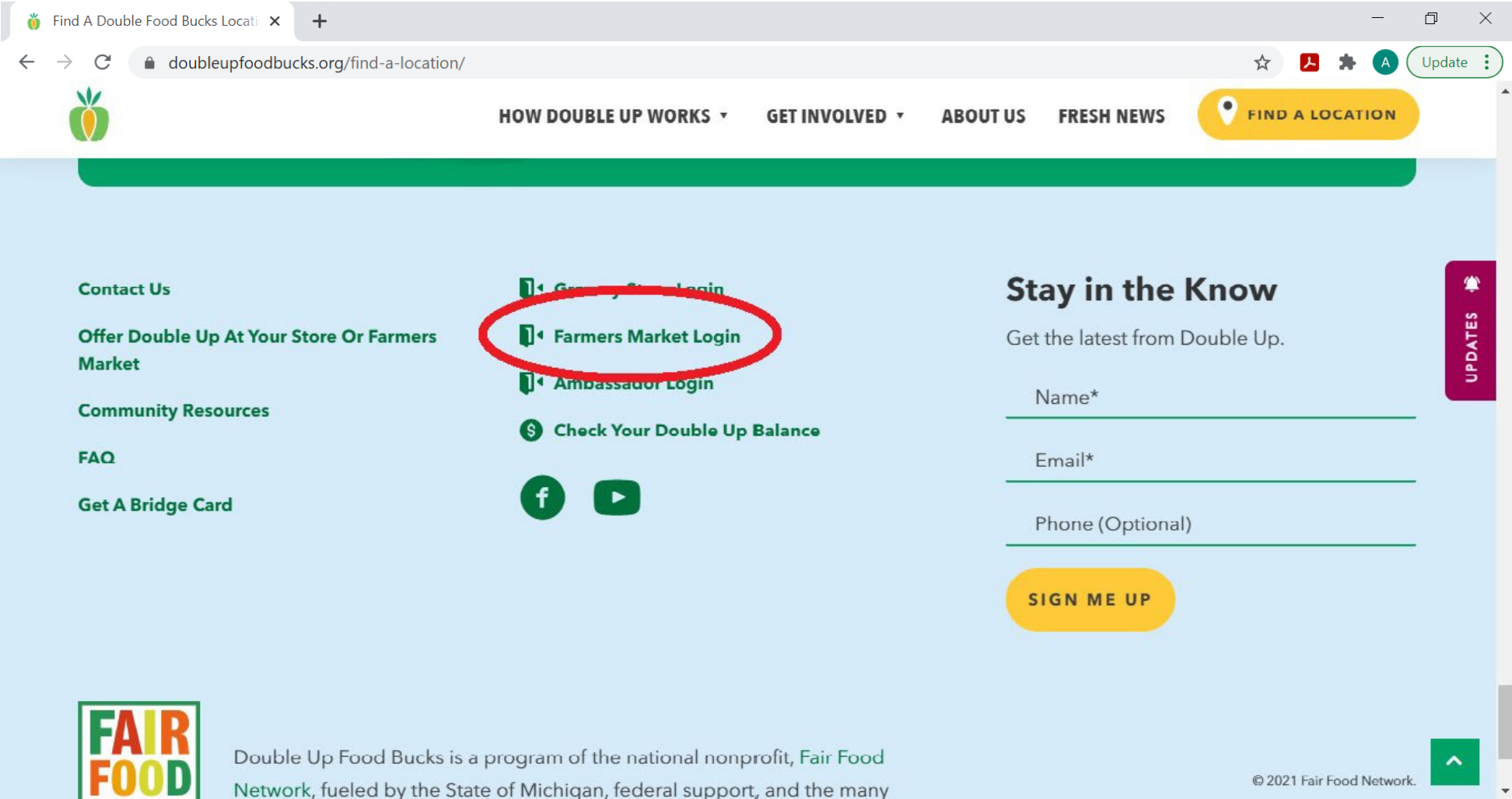
Have questions about Double Up?

Call us at 866.586.2796 M-F 9am-5pm or email us at [info@doubleupfoodbucks.org](mailto:info@doubleupfoodbucks.org).



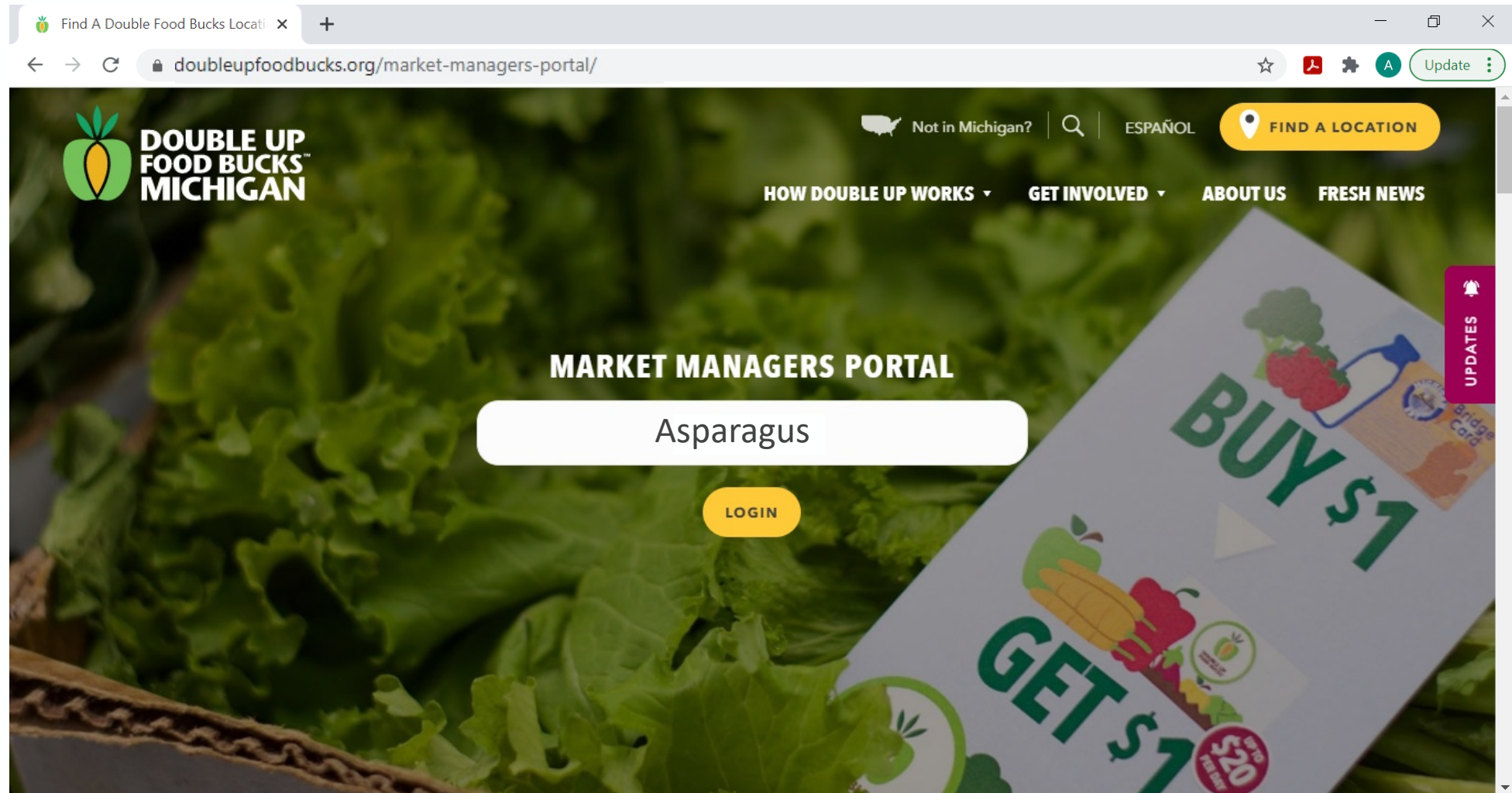
# Accessing Program Materials

www.doubleupfoodbucks.org

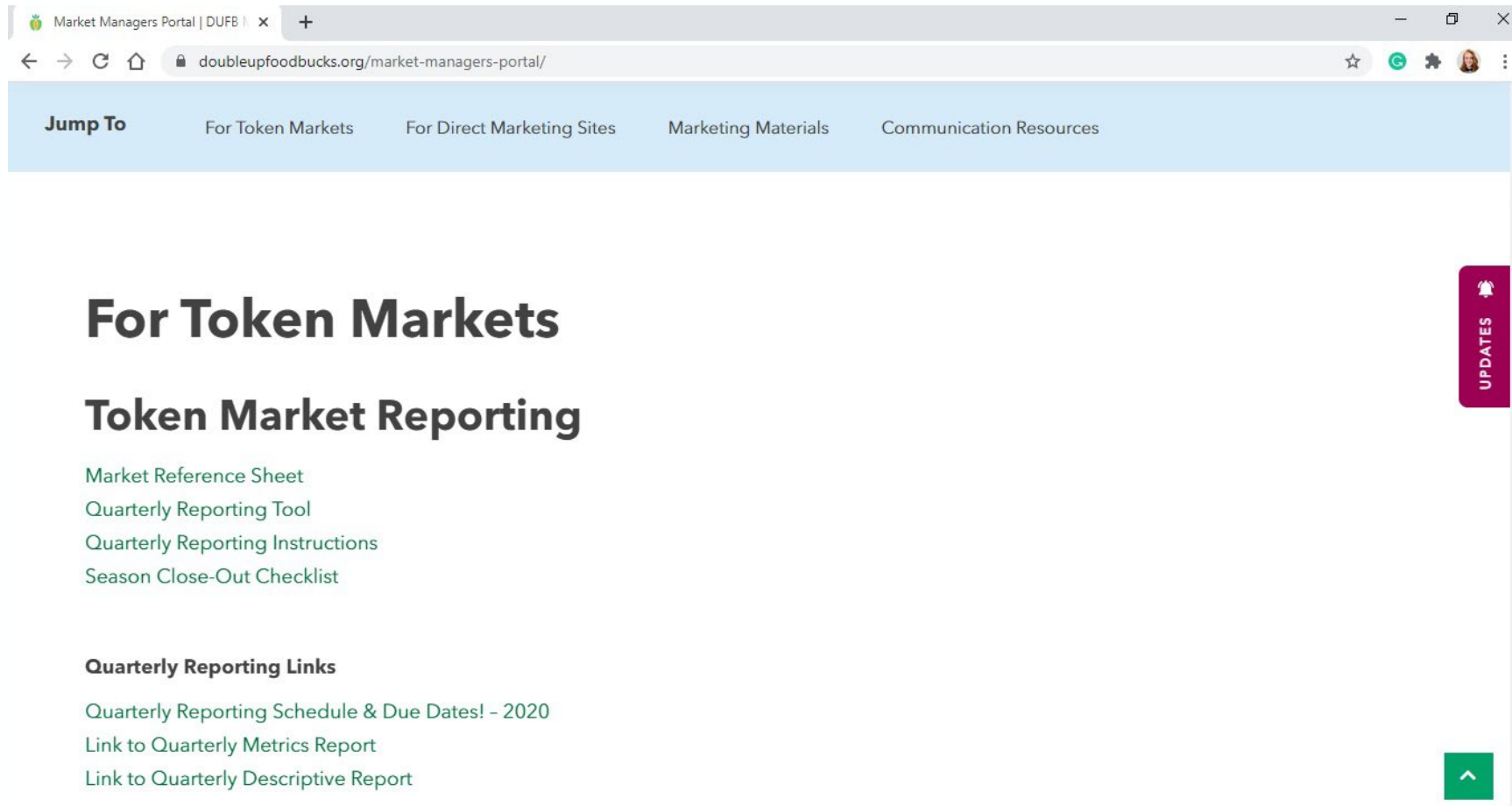


# Accessing Program Materials

Password: Asparagus



# What's Available



## Training Materials

Webinar Recordings

Reference Manual

## Reporting Tools

Customer Transactions

Vendor Records

## Links to Reports

Copies of Update Emails

Outreach Materials



# Program Implementation





# Tokens

You are fiscally responsible for the tokens distributed to your market(s)

Maintain accurate records

Conduct Accurate Counts

Formula for determining the number of tokens expected to have on-hand:

# Received at Start of Season

- # Distributed to Customers

+ # Redeemed by Vendors

= Total On-Hand



# Tokens

## Best Practices

- Fair Food Network will provide
- silver aluminum Double Up tokens
- worth \$2 each
- Count your tokens before and after each market day
- Treat tokens like cash! Keep them safe, and NEVER leave them unattended at the market
- Pre-count tokens into \$20 bags
- Use counting tools like poker chip trays or a coin counter



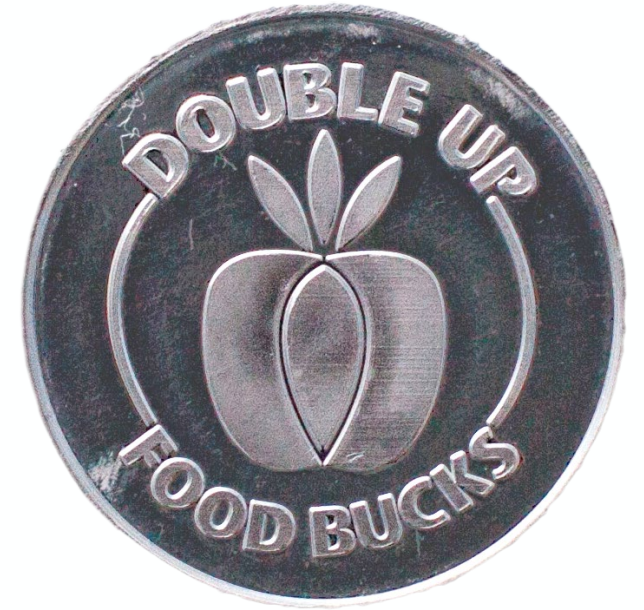
# Tokens

Best Practices Continued

Keep your two sets of tokens separate during the day

Tokens ready to Distribute

Tokens that have been Spent



Encourage customers to use their **Double Up** tokens to purchase more, instead of receiving a discount



# Tokens are Universal

Can earned and spent on different days  
at participating farmers markets &  
farm stands

Can be earned and used at different  
sites

Can be accumulated for large  
purchases

Do not expire





# Electronic Redemption Systems

Some farmers markets in Michigan accept Double Up Food Bucks using a card-based electronic system

If a customer comes to your market with a Double Up card, or says they have a “Loyalty” on their Bridge Card and you do NOT accept the card:

Explain that your market doesn't use an electronic system, and you do not have the technology to access their Double Up credits

The customer can participate in the token-based system at the market. Having Double Up loyalty or a card doesn't exclude anyone from also using tokens

Invite them to call the Double Up program hotline or email us if they have further questions, (866) 586-2796 or [info@doubleupfoodbucks.org](mailto:info@doubleupfoodbucks.org)

# Electronic Redemption Systems

If you have experienced a customer trying to use their Double Up card at your market or if you are interested in learning more about the Double Up card, email [cstrome@fairfoodnetwork.org](mailto:cstrome@fairfoodnetwork.org) for more information





# What Happens at your Site

## Token Distribution

Staff/Volunteers record the following information on the Customer Transaction Record Sheet (found in the market manager portal):

- a) **The Last 5 digits** of the customer's SNAP card number
- b) The value of SNAP transaction
- c) The number **and value** of Double Up Food Bucks tokens given
- d) If the customer is using a P-EBT card – yes or no
  - a) You should be able to tell that the card is a P-EBT card by looking at it
- e) If the customer is a first-time SNAP shopper at your location – yes or no
  - a) Ask: **“Is this your first time shopping with your Bridge Card at this market?”**



# Double Up Food Bucks

## Customer Transaction Record (Token)

Use a new customer transaction record for each market day. Calculate and report the weekly total dollar value of SNAP distributed, dollar value of Double Up distributed, total number of SNAP/Double Up transactions, and number of first time customers to report via online survey to Fair Food Network.

Market Date: June 1

Ask customer using these **exact** words:

Last 5 digits of EBT Card #	\$\$\$ SNAP (\$ from EBT Card)	# DUFB (# of silver tokens)	\$\$\$ DUFB (\$ value of tokens)	P-EBT Card?	"Is this your <u>first</u> time using your Bridge Card at <u>this</u> market?" Yes or No
1. 00000	\$ 15	7	\$ 14	Yes / No	Yes / No
2.	\$		\$	Yes / No	Yes / No
3.	\$		\$	Yes / No	Yes / No
4.	\$		\$	Yes / No	Yes / No
5.	\$		\$	Yes / No	Yes / No
6.	\$		\$	Yes / No	Yes / No
7.	\$		\$	Yes / No	Yes / No

# Eligible Items

Resource available at <https://mifma.org/for-markets/snap/>

Note: If market is located in a county bordered by another state, produce from that state is also eligible

# What products are eligible?

## ¿Que productos son elegibles?

### ما هي المنتجات المؤهلة؟

Eligible Elegibles مؤهل

Not eligible No Elegibles غير مؤهل

SNAP/EBT Bridge Card

Double Up Food Bucks

WIC Project FRESH

Sr. Project FRESH/Market FRESH

Hoophouses for Health

Fresh MI-Grown Fruits & Vegetables Frutas y verduras frescas de MI الفواكه والخضراوات الطازجة	✓	✓	✓	✓	✓
Fresh Herbs Hierbas frescas أعشاب طازجة	✓	✓	✓	✓	✓
Food Producing Plants Plantas productoras de alimentos النباتات المنتجة للغذاء	✓	✓	✗	✗	✓
Mushrooms Hongos القطر	✓	✓**	✓**	✓**	✓*
Maple Syrup Jarabe de arce شراب القيقب	✓	✗	✗	✗	✓*
Honey Miel عسل	✓	✗	✗	✓	✓*
Baked Goods Productos horneados المخبوزات	✓	✗	✗	✗	✓*
Jams & Jellies Mermeladas y jaleas المرببات	✓	✗	✗	✗	✓*
Meat, Dairy & Eggs Carne, lácteos, y huevos اللحوم والألبان والبيض	✓	✗	✗	✗	✓*
Hot, Prepared Foods Alimentos preparados calientes الطعام الجاهز والساخن	✗	✗	✗	✗	✗

\*If all or a majority of the ingredients are produced by the Hoophouses for Health farmer.

\*El 50% de las ingredientes (en peso) debe ser producida por los agricultores de Hoophouses for Health farmer.

\*إذا كل أو أغلب المكونات مصنوعة من Hoophouses للصحة المزارعين

\*\*Fresh mushrooms only. \*\*Hongos frescos solamente. \*\*القطر الطازج فقط



# What Happens at your Site

## Token Redemption (Spending)



### Double Up Food Bucks

Farm Stand Sales Record (Token)

Use this sheet to record Double Up Food Bucks tokens SPENT at your farm stand by market day. Calculate and report the monthly total dollar value of Double Up redeemed (spent) via online quarterly survey to Fair Food Network.

Market Name: \_\_\_\_\_

Date	# DUFB Tokens Spent (# of silver tokens)	\$\$\$ DUFB Tokens Spent (\$ value of tokens)
1.		\$
2.		\$
3.		\$
4.		\$
5.		\$
6.		\$
7.		\$
8.		\$



# Double Up Food Bucks

## Farm Stand Sales Record (Token)

Use this sheet to record Double Up Food Bucks tokens SPENT at your farm stand by market day. Calculate and report the monthly total dollar value of Double Up redeemed (spent) via online quarterly survey to Fair Food Network.

Market Name: Joe's Awesome Farm Stand

Date	# DUFB Tokens Spent (# of silver tokens)	\$\$\$ DUFB Tokens Spent (\$ value of tokens)
1. 3/23/2021	25	\$ 50
2.		\$
3.		\$
4.		\$
5.		\$
6.		\$
7.		\$
8.		\$

# What Happens at the Market

## Things to Consider

You will need the information recorded on the **Customer Transaction Record sheet** and the Vendor Record sheet to complete your **quarterly report**

You will need to submit copies of the **Farm Stand Sales Record sheet** as documentation for your **quarterly report**

Use the record sheets provided or collect the required information using your own forms/tools



# Employee/Volunteers

## Communication & Education

You are responsible for:

1. Ensuring the rules of the program are followed including monitoring employees and enforcing appropriate use of Double Up at your site.
2. Displaying Double Up signs and directing customers to eligible products
3. Redeeming Double Up Food Bucks and documenting these transactions

# Record Keeping & Reporting



# Reporting Requirements

## Overview

### **Customer Distribution**

Customer Transaction Record Each Market Day  
Batch Receipt or POS Report

### **Token Reimbursement**

Farm Stand Sales Record Sheet

### **Quarterly Reports**

Completed online

### **Season Close Out**

Checklist of Requirements





# Quarterly & Annual Reports

Submit **1 Annual Descriptive Report** per year

Submit **3 Metrics Reports** per quarter if you were open all three months in the quarter

**Due 1 week after the end of the Quarter**

Links are posted **in the Market Manager Portal** and emailed to market managers

Complete one report **per location, both types of reports**

Enter information from **Customer Transaction Record** and **Vendor Reimbursement Records** into the **Metrics Reports**

Information will be entered by month, submit a separate report for each month – **a new, blank report will open once the previous report has been successfully submitted**

All numbers entered **should be even**

Once submitted, you will need to **select “send me a copy of my responses” to receive a confirmation email** for your records

# Quarterly Reports

## Tips & Tricks

All Double Up numbers entered should be even

Your SNAP Bridge Card **Sales** and **Redeemed**  
numbers will be the same

# Quarterly Reports

Where to access

The screenshot shows a web browser window with the address bar displaying 'doubleupfoodbucks.org/market-managers-portal/'. The page has a light blue header with a 'Jump To' menu containing links for 'For Token Markets', 'For Direct Marketing Sites', 'Marketing Materials', and 'Communication Resources'. The main content area is titled 'For Token Markets' and 'Token Market Reporting'. Under 'Token Market Reporting', there are links for 'Market Reference Sheet', 'Quarterly Reporting Tool', 'Quarterly Reporting Instructions', and 'Season Close-Out Checklist'. Below this, under the heading 'Quarterly Reporting Links', there are three links: 'Quarterly Reporting Schedule & Due Dates! - 2020', 'Link to Quarterly Metrics Report', and 'Link to Quarterly Descriptive Report'. A red arrow points from the left side of the image to the 'Link to Quarterly Metrics Report' link, which is also circled in red. On the right side of the page, there is a vertical purple button labeled 'UPDATES' and a green button with an upward arrow.

Market Managers Portal | DUFBI x

doubleupfoodbucks.org/market-managers-portal/

**Jump To** For Token Markets For Direct Marketing Sites Marketing Materials Communication Resources

## For Token Markets

### Token Market Reporting

- Market Reference Sheet
- Quarterly Reporting Tool
- Quarterly Reporting Instructions
- Season Close-Out Checklist

#### Quarterly Reporting Links

- Quarterly Reporting Schedule & Due Dates! - 2020
- Link to Quarterly Metrics Report
- Link to Quarterly Descriptive Report

UPDATES

^





# Double Up Michigan Farmers Market / Direct Site: QUARTERLY METRICS REPORT

Attention DOUBLE UP partners:

This report collects monthly metrics of Farmers Markets and Direct Sites operating GusNIP-funded SNAP Incentive (SI) programs.

## INSTRUCTIONS:

- > All sites (i.e., firms) must submit a SEPARATE report for each month it operated the Double Up program.
- > If your site operated the program all three months of the quarterly reporting period, you will submit three (3) separate monthly reports.
  - > Monthly reports will only be accepted using this online form.
- > Use one form per month. Multiple months or reporting periods may not be combined into the same form.

## SUPPORTING DOCUMENTS:

Have your supporting document(s) ready when you submit your report as you'll have the opportunity to upload it to this online form.

## REPORTING SCHEDULE:

- > January, February, and March reports are DUE APRIL 8.
- > April, May, and June reports are DUE JULY 8.
- > July, August and September reports are DUE OCTOBER 8.
- > October, November, and December reports are DUE JANUARY 8.

## MONTHLY METRICS REPORT

### Site Name \*

Select your site from the list below. \* Double check for accuracy. \*

If you don't see your site listed, scroll to the bottom of the list and click "My firm is not listed."

Select



Select the month for this reporting period. \*

**Site Name \***

Select your site from the list below. \* Double check for accuracy. \*

If you don't see your site listed, scroll to the bottom of the list and click "My firm is not listed."

Select ▼

**Select the month for this reporting period. \***

\* Double check for accuracy. \*

Select ▼

**Select the year for this reporting period. \***

2021 ▼

## OPERATING HOURS

**Days of Operation \***

How many days per week did this site operate during this month? Select one of the options below.

Select or enter value ▼

**Total Operating Days \***

Enter the total number of days this site operated this month.

**Operating Hours (average per day) \***

Enter the number of hours this site was open each day this month. Enter number only (e.g, 5, 8, 10, etc.).

## DISTRIBUTION

**Dollar Value of EBT/SNAP Distributed (Sales) \***

Enter the total dollar amount of SNAP/EBT sales this month.

**Dollar Value of DOUBLE UP Distributed/Disbursed \***

Enter the total dollar amount of Double Up incentives issued this month.

## REDEMPTION

### Dollar Value of EBT/SNAP Redeemed \*

Enter the total dollar amount of EBT/SNAP redeemed this month.

### Dollar Value of DOUBLE UP Redeemed \*

Enter the total dollar amount of Double Up incentives redeemed this month.

## ADDITIONAL METRICS

### Number of FV Vendors \*

Enter the total number of fruit and vegetable vendors participating in Double Up at your site this month. Enter number only (e.g, 5, 8, 10, etc.).

### Number of SNAP Transactions \*

Enter the total number of SNAP/EBT transactions for this month.

### Number of New Customers \*

Enter the number of NEW SNAP customers for this month.

(i.e., this refers to customers who answered "yes" to using their EBT card for the first time at this market)

### Number of P-EBT Card Transactions by Vendors \*

Enter the total number of P-EBT Cards transactions this month.

### Tracking Number of Eligible Participants \*

Firms are asked to provide the number of eligible participants (i.e., unique SNAP shoppers).

Does your firm have the ability to track this metric? You are not required to track this metric.

- ☐ Able to track
- ☐ Unable to track

### Tracking Number of Transactions Using Double Up \*

Firms are asked to provide the number of unique transactions using incentives. (e.g., Ten \$2 tokens redeemed at point-of-sale = 1 transaction).

\*This is the number of SPEND/REDEMPTION transactions that took place at your site this month.

\*Tracking this at Farmers Markets might look like vendors keeping a tally of each time a shopper spends Double Up at their booth. Tracking this at a Direct Marketing Site/Farm Stand might look like the staff keeping a tally of each time a shopper spends Double Up at the point of sale.

Does your firm have the ability to track this metric? You are not required to track this metric.

- ☐ Able to track
- ☐ Unable to track

### Tracking Number of UNIQUE Incentive Customers \*

Firms are asked to provide the number of unique incentive customers.

\*This refers to individuals using SNAP incentives to purchase fruits and vegetables. (This is NOT the same as new or returning customers.)

\*This is the number of unique Double Up shoppers who come to your site. This number may or may not be the same as the Number of Eligible Participants depending on if every SNAP shopper who comes to your site automatically gets Double Up Food Bucks.

Does your firm have the ability to track this metric? You are not required to track this metric.

- ☐ Able to Track
- ☐ Unable to Track



## SUPPORTING DOCUMENTS

### Method for Submitting Documents \*

If you reimburse vendors, please submit your Vendor Reimbursement Records for this reporting period.

If you do NOT reimburse vendors, please submit a record of your Double Up Food Bucks sales for this reporting period.

Select the method you will use to submit your document(s).

--> UPLOAD - Have your file ready to upload to this report. \*Preferred method\*

--> EMAIL - Send to [marketreporting@fairfoodnetwork.org](mailto:marketreporting@fairfoodnetwork.org).

--> MAIL - Send to Fair Food Network at 1250 N. Main St, Ann Arbor, MI 48104.

Select ▼

## COMMENTS / STORIES

### Data-related Comments or Explanations (optional)

Please provide a brief explanation for any data anomaly (e.g., a spike, dip, weather, pandemic).

If submitting a corrected report, please enter "This is a corrected report. Delete previous report for [firm] [reporting period]."

### Stories/Highlights (optional)

Please provide any stories, highlights, earned-media, or comments that relate to your program. If possible, include a name and contact information for anyone who would be willing to talk about their experience (customers, vendors, physicians, etc.).

## CONTACT INFORMATION

### Enter your first and last name. \*

### Preferred Method of Contact \*

Select ▼

### Geography

Please check if your Double Up site is located in one of the following areas

Select or enter value ▼

# Quarterly Reports

## 3 Potentially Difficult Questions

### Tracking Number of Eligible Participants

- Unique SNAP shoppers, every unduplicated SNAP shopper that comes to your market

### Tracking Number of Transactions Using Double Up

- The number of Double Up transactions (spend only) that occur at your vendor's booths

### Tracking Number of Unique Incentive Customers

- The number of people using SNAP to purchase fruits and vegetables, may or may not be the same as number of eligible participants depending on whether or not every one of your shoppers elects to use Double Up

You will **never** be required to be able to track these metrics. Select “Unable to Track” and enter an explanation for why. If you have previously submitted an explanation, type “See previous response”

# Ensuring Report Accuracy

Reports should be **complete, accurate** and **timely**.

Review report entry for accuracy **prior to submission**.

Data is **considered final upon submission**.

This program is made possible with the financial support of USDA, the State of Michigan, and a variety of foundation funders.

FFN is **accountable** to these funders and must be able to provide this information to stakeholders.

This information is key to **helping us tell the story** of the program at markets throughout the state!



# Record Keeping

Records to keep on hand

You must keep the following on hand for 5 years:

- Customer Transaction Record Sheet for each day you are open and operating Double Up
- EBT Verification of SNAP Sales during Double Up implementation
  - Copy of batch report for each open day, or
  - Monthly report from EBT processor including dates, total # of transactions, total EBT sales
- Farm Stand Sales Record Sheet



# Record Keeping

## Records to Submit

You must submit the following to Fair Food Network:

- Online Quarterly Reports
  - Links in the portal & emailed out prior to due date
- Farm Stand Sales Record Sheet
  - Upload to quarterly report or submit with alternate method
- End of year token counts
  - Submit to Cassidy via email after final day of operation in 2021

# Record Submission

## 1. Digital Upload with Reports (PREFERRED)

- a. Select “Upload” under “Method for Submitting Documents” and either drag and drop the file to the “File Upload” box using your mouse or click “browse files” to upload the file from your computer.

## 2. Electronic submission of Documentation

- a. Email documents to [marketreporting@fairfoodnetwork.org](mailto:marketreporting@fairfoodnetwork.org). If documents are too large (or too numerous) to email, you can request a link to upload your records directly to a secure online folder.

## Mail: FedEx, USPS or UPS

- a. You **must** retain a copy of any Double Up records sent by mail and track your shipment. Hard copy records can be shipped to:  
Fair Food Network  
1250 North Main St, North Suite  
Ann Arbor, MI 48104

# What happens when it's time for season closeout?

1. FFN will inventory all documentation and online reports, request missing components, check for accuracy and clarify any questions
2. FFN will send a closeout letter via email listing the total dollar value of Double Up incentives spent at your site **from your online quarterly reports** and the total number of tokens on-hand **based on the amount reported by your market**. You will have 10 days to review and respond before the market is closed out for the season.
3. We expect that we can allow markets to retain unused incentive funds and roll them over to 2022. Can be returned if preferred.

# Grant Process





# Grant Process

Each organization managing a participating site will receive a grant agreement/contract

Read the grant agreement **completely** and **carefully**

Outlines **expectations** of you and FFN

Must be **signed** by an authorized representative

Supporting documentation required

W-9 dated/signed in 2021

**Return** (electronically or hardcopy) in a **timely** manner

**Funds** disbursed after grant agreement is returned

# Adobe Sign

Email will be sent to your fiduciary contact (if different from MM) with the market manager CC'ed

Name: Adobe Sign

Address: echosign@echosign.com

Subject: "Market Name" 2021 Double Up Food Bucks Grant Agreement

# Grant/Contract Process Timeline

## **Grant/Contract Sent**

Before the end of March, many of you may have already received and returned your contracts.

## **Grant/Contract Period**

January 1, 2021 – December 31, 2021

## **Review, Sign & Return**

Read carefully, sign and return (electronically or hardcopy). Retain copy for your records

## **Implementation Period**

January 1, 2021 – December 31, 2021

OR

Date Grant is Signed – Season End Date

# Requesting Additional Funds

Requests can be made for **additional funds** if/when vendor redemptions exceed initial grant/contract amount

All reporting requirements must be up-to-date

A grant/contract **amendment** will need to be signed and returned

Contact **Cassidy Strome (FFN)** to start this process

We want Double Up to operate at your **market through your entire market season if possible**



# Communication

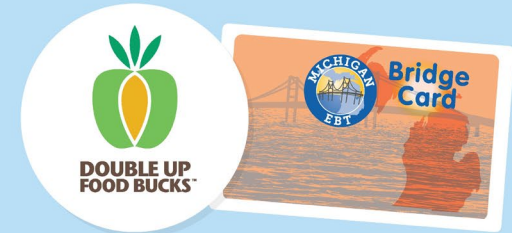


## Communication

- 2020 Marketing Efforts
- New Website
- Marketing Materials
- Partnering in 2021

# HAVE A BRIDGE CARD?

**BUY \$1  
GET \$1 FREE  
FRUITS & VEGGIES**



## USE DOUBLE UP HERE!

# Marketing Double Up Across Michigan

In 2020, Double Up’s marketing across Michigan included:

- Digital advertising
- Email
- Print materials
- Giveaways
- Radio ads
- Google AdWords
- Direct mail



## 2020 Marketing Results:

**570K**

Impressions for Google search ad campaigns

**70%**

Growth for Double Up’s Facebook audience

**17.2M**

Impressions and 420K engagements on Facebook

**3M**

People reached through Facebook ads in April & May

**14K**

New sign ups for Double Up’s email list, a growth of 525%

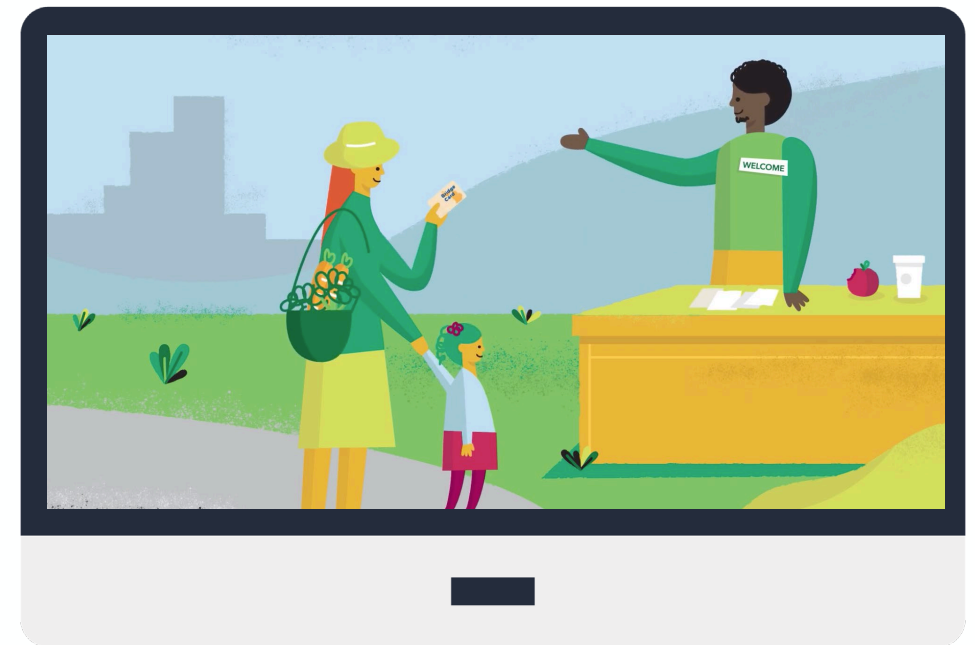
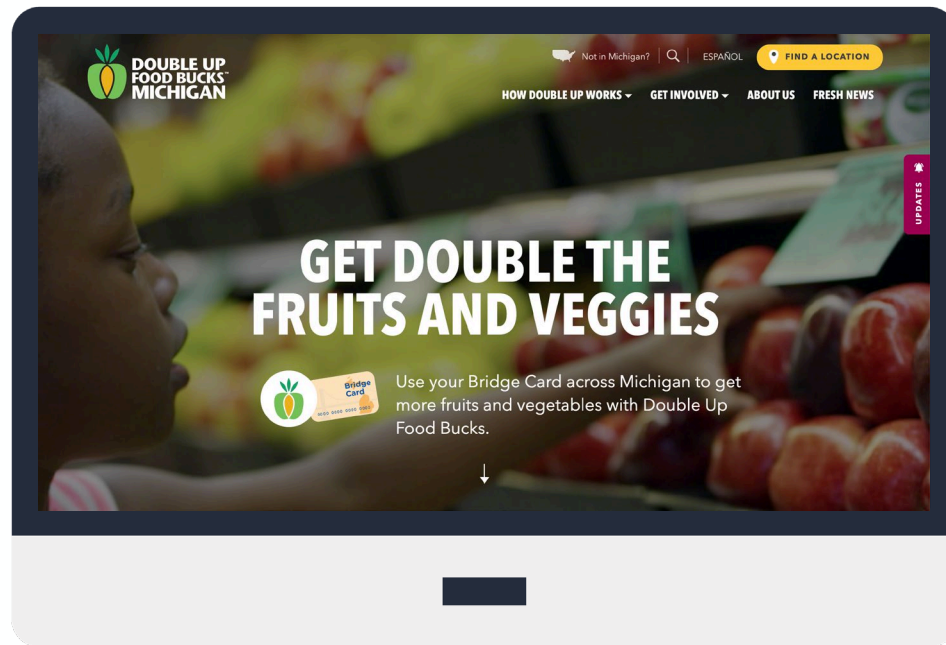
# New Website, Expanded Features

DoubleUpFoodBucks.org includes:

English and  
Spanish content

New “how Double Up works”  
videos, available on YouTube

Enhanced  
location finder

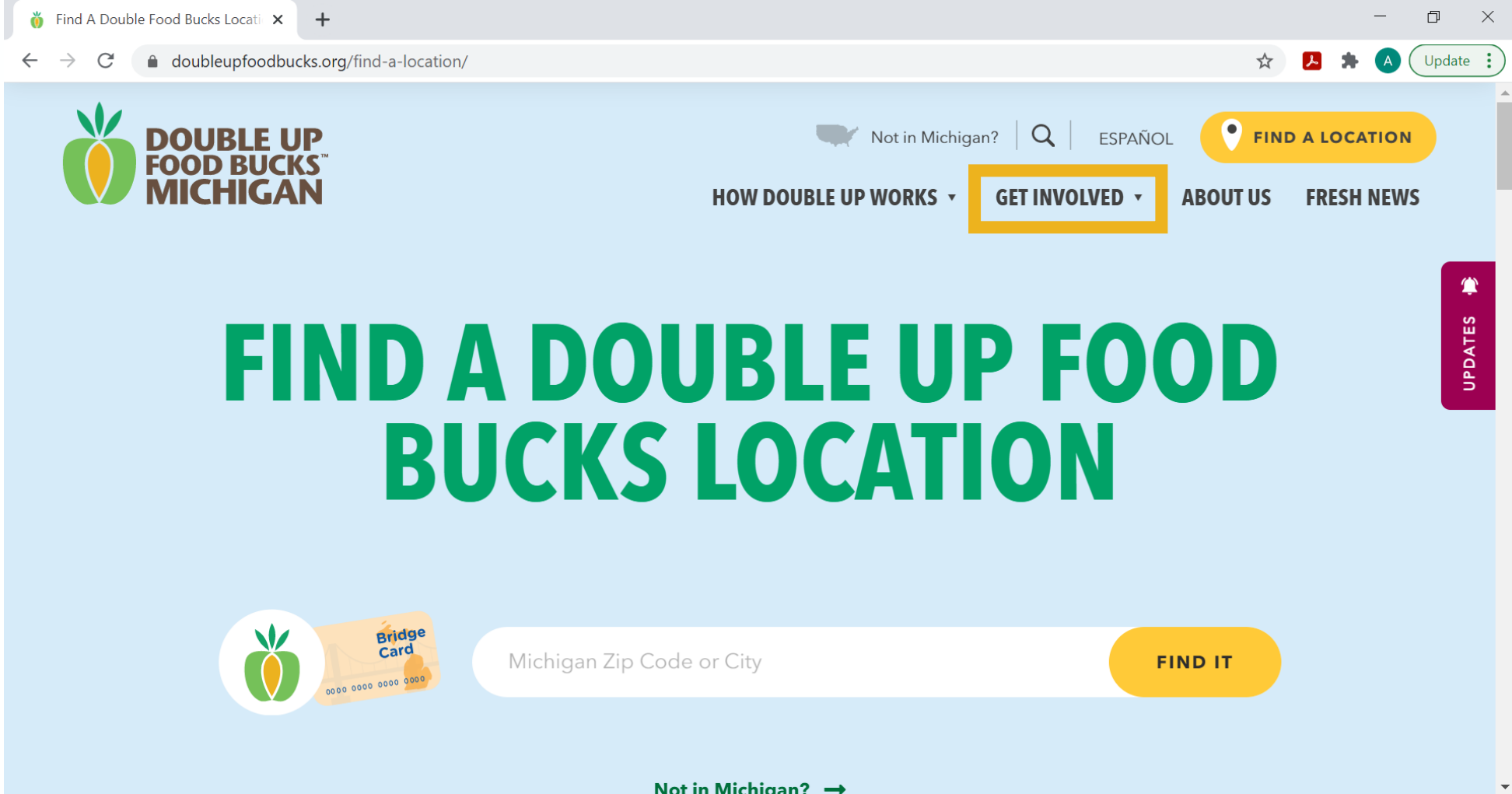




Request Materials: Website

Hotline: 866-586-2796

Email: info@doubleupfoodbucks.org



The screenshot shows a web browser window with the URL `doubleupfoodbucks.org/find-a-location/`. The page features the Double Up Food Bucks Michigan logo in the top left. The top navigation bar includes a link for "Not in Michigan?", a search icon, a language selector for "ESPAÑOL", and a yellow "FIND A LOCATION" button. Below this, a menu contains "HOW DOUBLE UP WORKS", "GET INVOLVED" (highlighted with a yellow box), "ABOUT US", and "FRESH NEWS". A vertical purple "UPDATES" button is on the right. The main heading reads "FIND A DOUBLE UP FOOD BUCKS LOCATION". At the bottom, there is a search section with a "Bridge Card" icon, a text input field for "Michigan Zip Code or City", and a yellow "FIND IT" button. A link for "Not in Michigan?" with a right arrow is at the very bottom.

Find A Double Food Bucks Locati x +

doubleupfoodbucks.org/find-a-location/

DOUBLE UP  
FOOD BUCKS™  
MICHIGAN

Not in Michigan? | Q | ESPAÑOL

FIND A LOCATION

HOW DOUBLE UP WORKS ▾ GET INVOLVED ▾ ABOUT US FRESH NEWS

UPDATES

FIND A DOUBLE UP FOOD  
BUCKS LOCATION

Bridge Card

Michigan Zip Code or City

FIND IT

Not in Michigan? →

Request Materials: Website

Hotline: 866-586-2796

Email: [info@doubleupfoodbucks.org](mailto:info@doubleupfoodbucks.org)

The screenshot shows a web browser window with the URL [doubleupfoodbucks.org/get-involved/get-double-up-materials/](https://doubleupfoodbucks.org/get-involved/get-double-up-materials/). The website has a green header with the Double Up Food Bucks logo and navigation links: HOW DOUBLE UP WORKS, GET INVOLVED (highlighted), ABOUT US, FRESH NEWS, and a yellow button FIND A LOCATION. A dropdown menu for GET INVOLVED is open, showing three options: Offer Double Up at Your Store or Market, Spread the Word, and Get Double Up Materials. Below the navigation bar is a light blue section with the heading 'Jump To' and links for Posters, Flyers, Displays, and Materials. The main content area features a large blue circle with the text 'Download Posters' and a subtext 'Download our 11 X 17-inch posters. You can also request print copies.' To the left of the posters is a green box with the text 'HAVE A BRIDGE CARD?' and an image of a bridge card. To the right are four buttons for downloading posters: POSTER ENGLISH, POSTER VIETNAMESE, POSTER SPANISH, and POSTER MANDARIN. A vertical purple button labeled 'UPDATES' is on the right side of the page. A green button with an upward arrow is at the bottom right.

Get Double UP Food Bucks Info & x +

doubleupfoodbucks.org/get-involved/get-double-up-materials/

HOW DOUBLE UP WORKS GET INVOLVED ABOUT US FRESH NEWS FIND A LOCATION

Jump To Posters Flyers Displays Materials

Offer Double Up at Your Store or Market

Spread the Word

Get Double Up Materials

UPDATES

## Download Posters

Download our 11 X 17-inch posters. You can also request print copies.

HAVE A BRIDGE CARD?

POSTER ENGLISH

POSTER VIETNAMESE

POSTER SPANISH

POSTER MANDARIN

<https://doubleupfoodbucks.org/get-involved/>

[DoubleUpFoodBucks.org/get-involved/get-double-up-materials/](https://doubleupfoodbucks.org/get-involved/get-double-up-materials/)

# Marketing Materials



Flyer  
5.5" x 8.5"



Poster  
11" x 17"



Table Sign  
8.5" x 11"



Yard Sign  
18" x 12"

# Marketing Materials

**GET FREE FRUITS & VEGGIES  
WITH YOUR BRIDGE CARD**



**& DOUBLE UP FOOD BUCKS**

**Banner  
108" x 60"  
(9 ft x 5 ft)**

**HAVE A BRIDGE CARD?**

Use Double Up Food Bucks here  
for **FREE FRUITS & VEGGIES**



**Vendor Sign  
36" x 46"**

# Partnering Together in 2021

- Request materials, keep your signage looking fresh
- Share feedback
- Connect with Double Up Food Bucks Michigan on Facebook
- NEW: [Social Media Toolkits](#)





# Important Dates & Next Steps



# Make sure your info is up to date

If anything changes at your market at any time, email or call Cassidy Strome at **[cstrome@fairfoodnetwork.org](mailto:cstrome@fairfoodnetwork.org)** or **(734)213-3999 ext. 109** to make sure everything is up to date.

## Potential Changes Include:

- Addresses (physical address, mailing address, fiduciary address)
- Email/phone number (for Market Managers and Fiduciaries)
- Market Manager name
- Fiduciary name
- Market hours
- Anything else!



# Important Dates & Next Steps

## ASAP

Sign and Return Grant/Contract Agreement

Get the Word out to Your Community

Update any changes to your site info; i.e. any address changes, fiduciary changes, FNS # changes, etc.

## Season Start Date

If Grant Agreement has been signed and returned, Begin Implementation

## Season End Date

Market End Date or December 31, 2021

Season Close Out Expected by 30 days later



# 2021 Reporting Schedule

Mark your calendars!

## Quarter 1:

January 1 – March 31

Reporting Due: **April 8th**

## Quarter 3:

July 1 – September 30

Reporting Due: **October 8th**

## Quarter 2:

April 1 – June 30

Reporting Due: **July 8th**

## Quarter 4:

October 1 – December 31

Reporting Due: **January 8<sup>th</sup>, 2022 or submit after your last market day in 2021**



# Questions?

Type in the chat box or email/call Cassidy after the webinar

Cassidy Strome  
[cstrome@fairfoodnetwork.org](mailto:cstrome@fairfoodnetwork.org)  
(734)213-3999 ext. 109