Double Up Food Bucks

New Market Manager Training

18 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, vendor communications & education, vendor redemption & reimbursement
- 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**
- (734)213-3999 ext. 109

MIFMA – SNAP questions

- Contact Joe Lesausky, Food Access Director
- **joe@mifma.org**

Growing the health & wealth of communities through food.

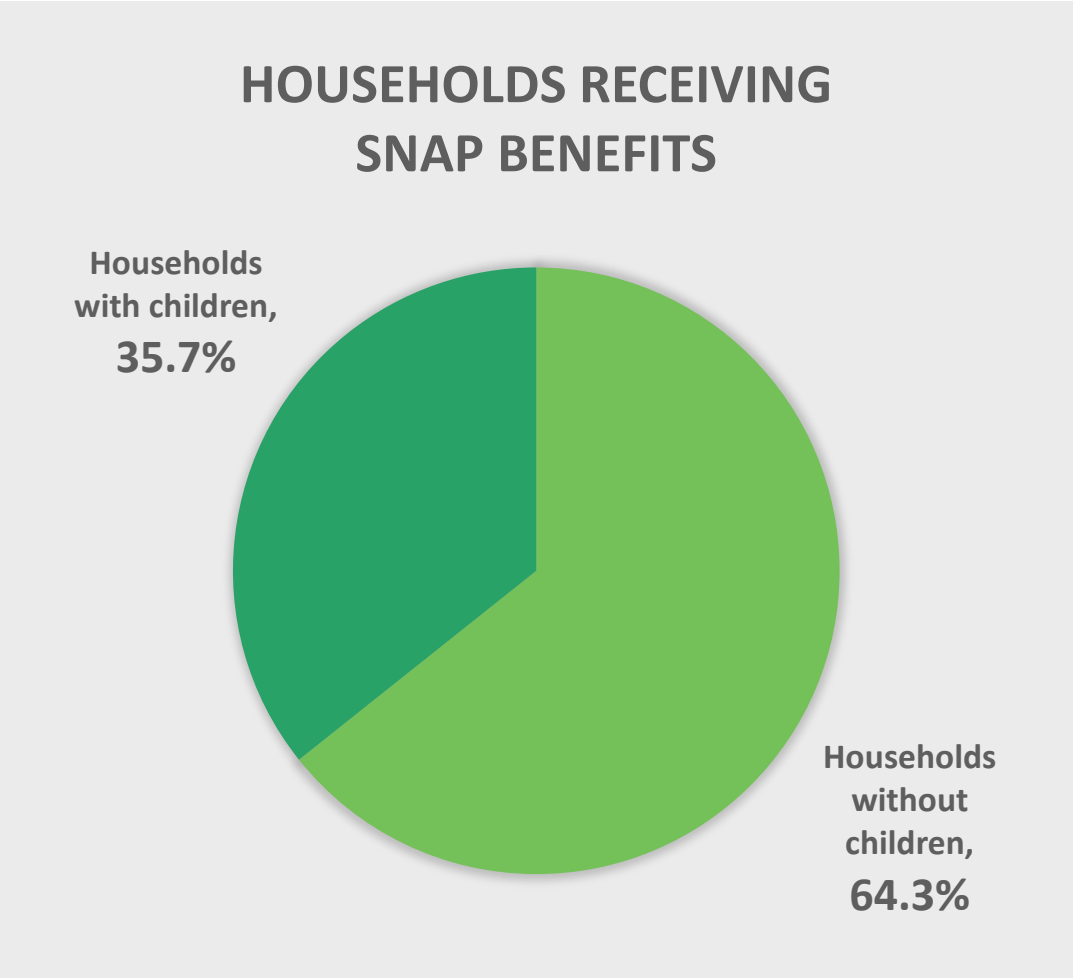
Food Insecurity | Michigan

1 in 7

People in Michigan struggle with hunger

$2.79

Average cost of a meal (US)



Source: What Hunger Looks Like in Michigan. Feeding America. https://www.feedingamerica.org/hunger-in-america/michigan

Supplemental
Nutrition
Assistance
Program

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

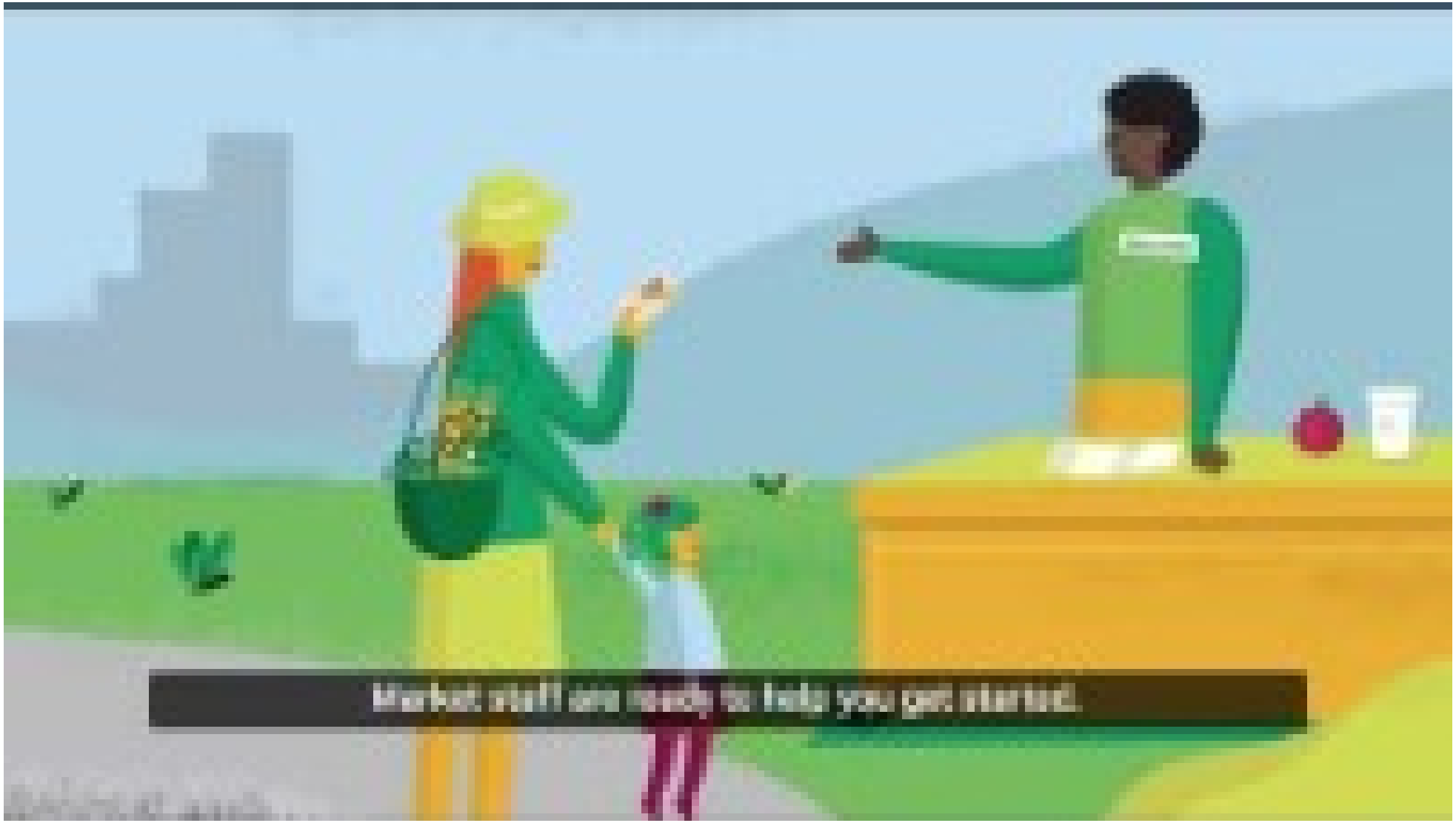
Significant Challenges Exist to Eating Healthy on SNAP

- 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™

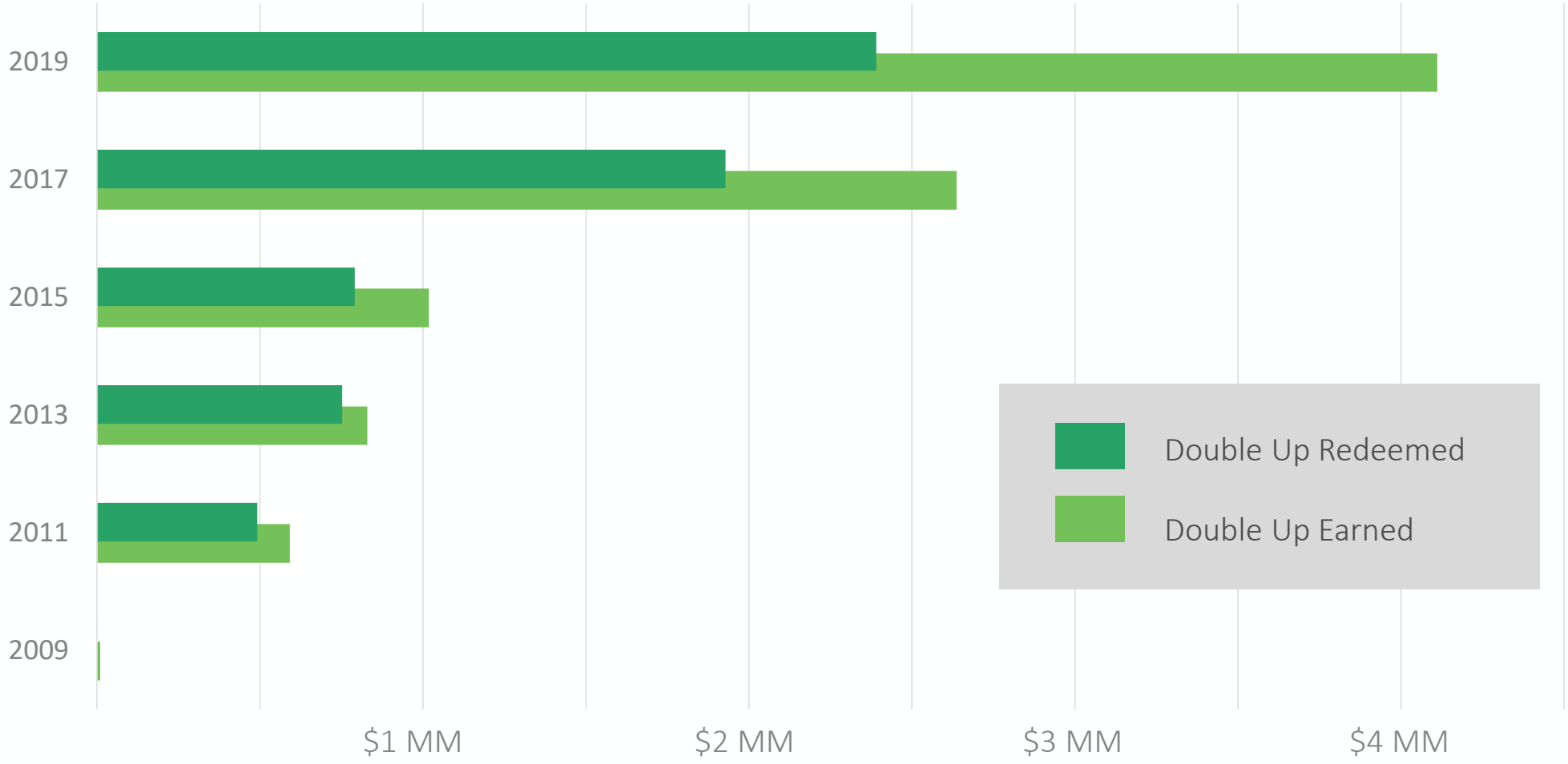
fairfoodnetwork.org

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 1st (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.

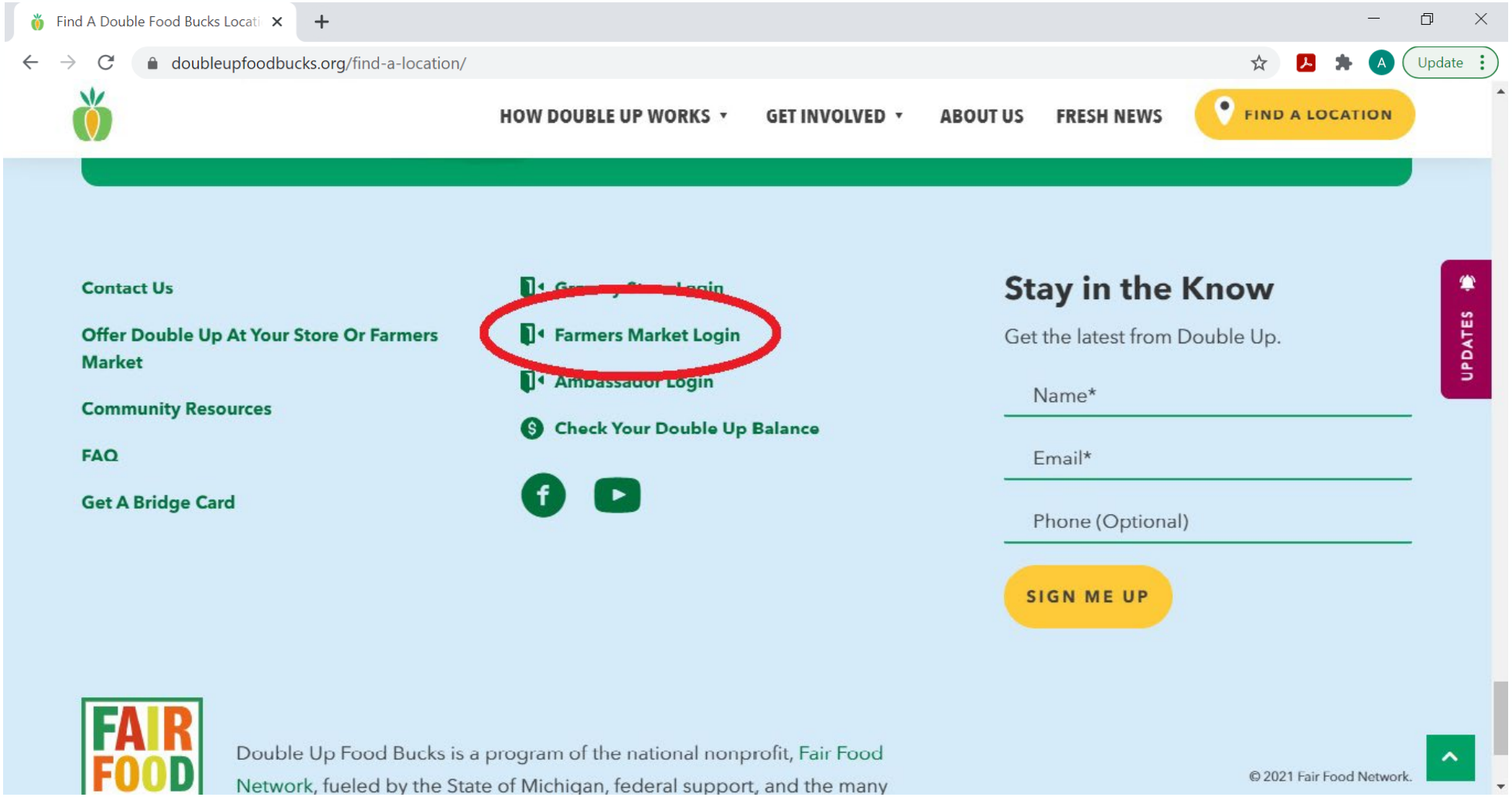
How do I get my P-EBT card?
Families with children eligible for P-EBT will receive a pre-loaded Bridge (EBT) Card in the mail.

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.

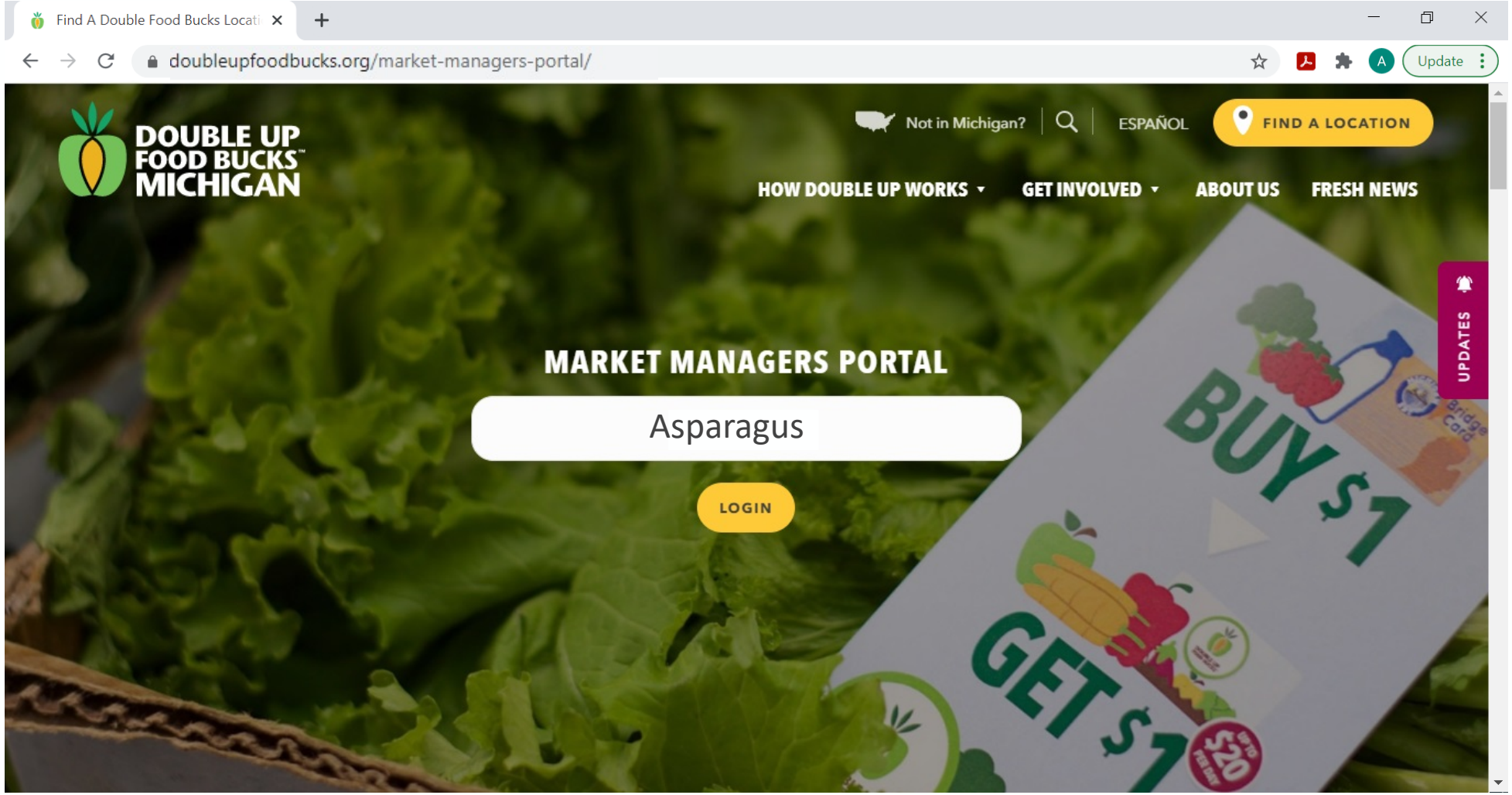
Accessing Program Materials

www.doubleupfoodbucks.org

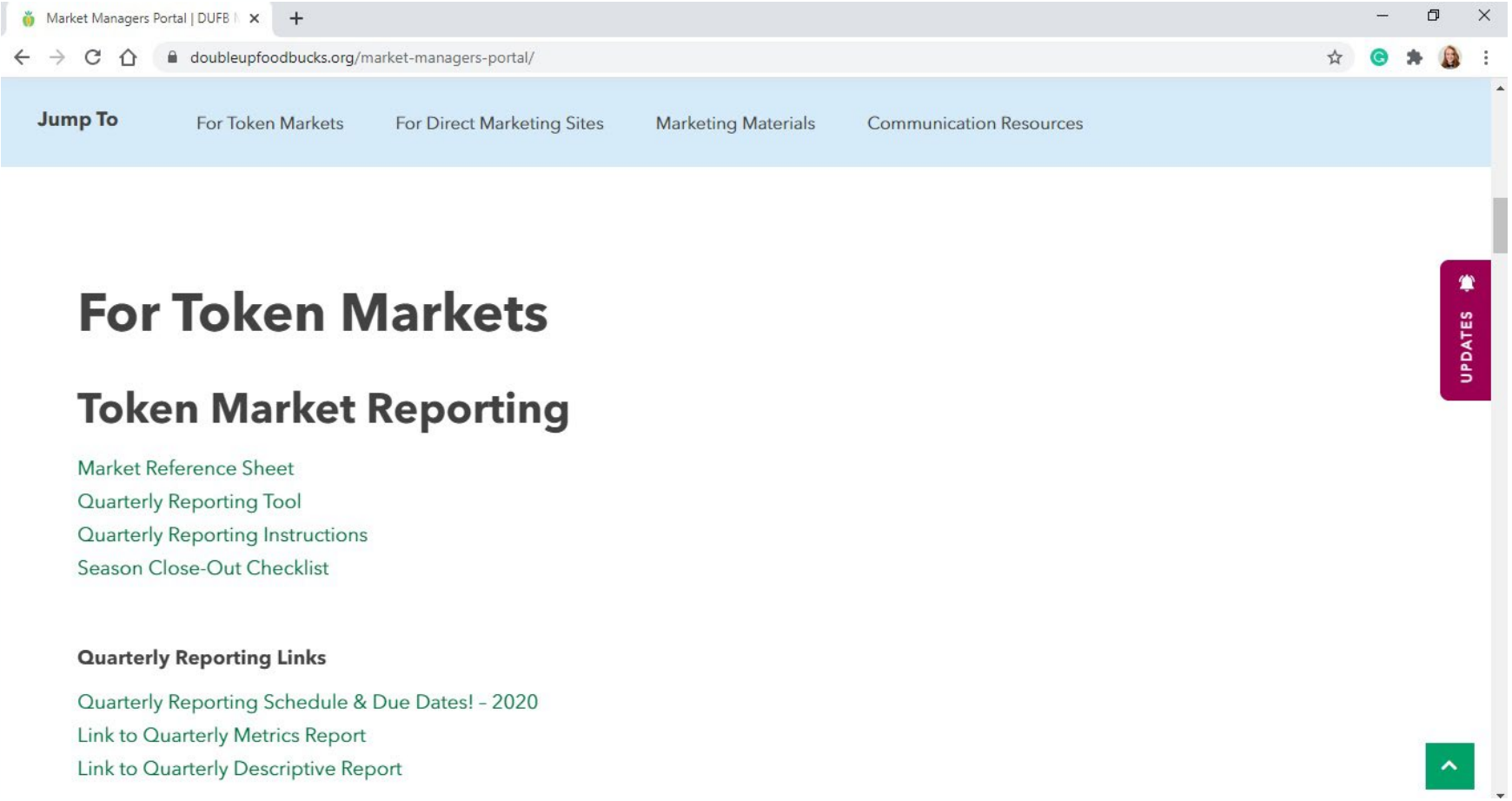


Accessing Program Materials

Password: Asparagus



What's Available



- Training Materials
  - Webinar Recordings
  - Reference Manual
- Vendor Communication
  - Letters to Vendors
  - Vendor Agreements
- 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

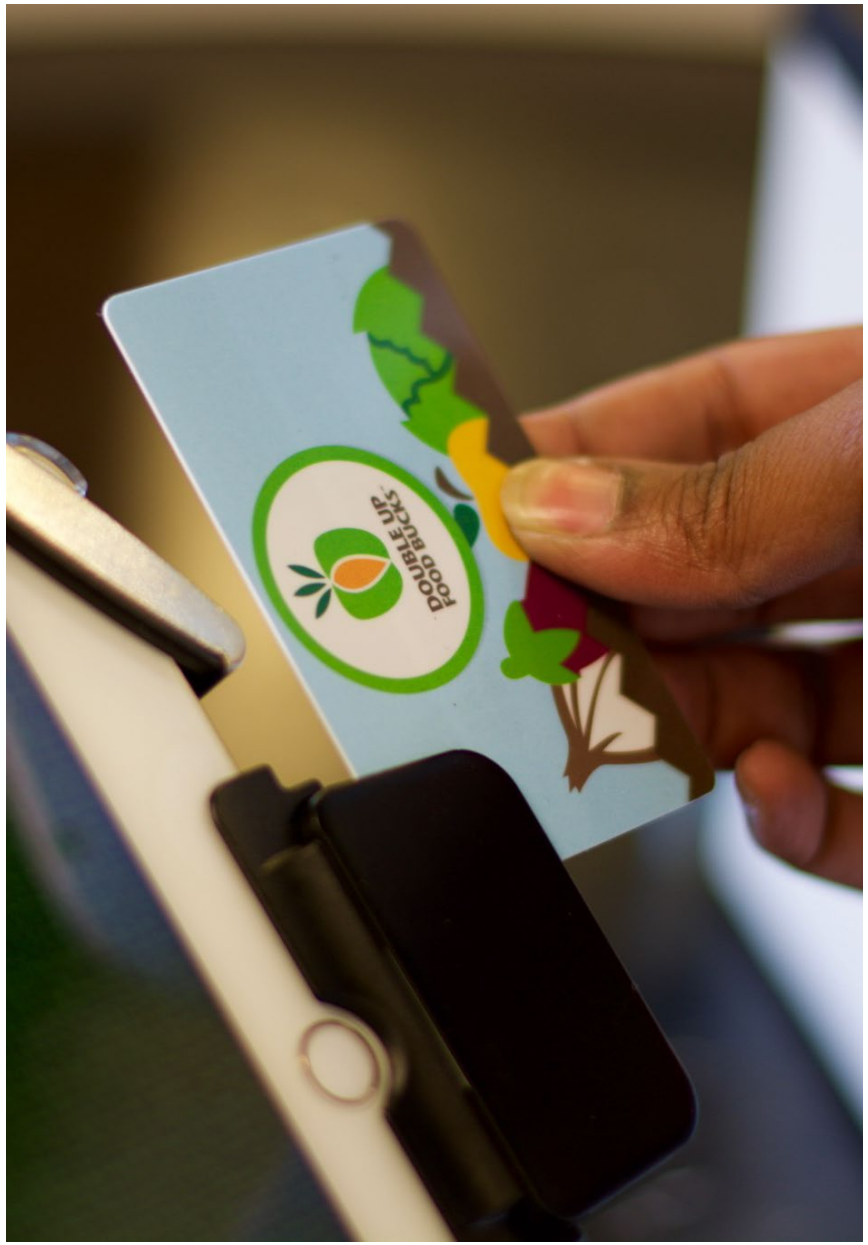
Tokens are Universal

Can earned and spent on different days at participating farmers markets

Can be earned and used at different markets

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

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 for more information

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؟

MICHIGAN FARMERS MARKET ASSOCIATION

✔ Eligible Elegibles مؤهل
✘ Not eligible No Elegibles غير مؤهلة

	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 الفطر	✔	✔**	✔**	✔**	✔*
Maple Syrup Jarabe de arce شراب القيقب	✔	✘	✘	✘	✔*
Honey Miel عسل	✔	✘	✘	✔	✔*
Baked Goods Productos horneados المخبوزات	✔	✘	✘	✘	✔*
Jams & Jellies Mermeladas y jaleas المربيات	✔	✘	✘	✘	✔*
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 los ingredientes (en peso) debe ser producido por los agricultores de Hoophouses for Health farmer.
*إذا كل أو اغلب المكونات مصنوعات من ال Hoophouses للصحة المزارعين

**Fresh mushrooms only. **Hongos frescos solamente. **الفطر الطازج فقط

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 first time using your Bridge Card at this 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

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**

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

Vendors

Communication and Education

The market is responsible for:

1. Ensuring the rules of the program are followed including monitoring vendors and enforcing appropriate use of Double Up in the market
2. Obtaining and keeping **signed Double Up Food Bucks Vendor Agreements prior to vendors accepting any Double Up tokens**
3. Distributing Double Up vendor stall signs and **enforcing the program expectation that vendors display the signs**
4. Redeeming vendors for Double Up Food Bucks and documenting these transactions

Vendors

Vendor Agreements

All participating vendors must submit a signed Vendor Agreement before accepting any Double Up Food Bucks tokens

Signed Vendor Agreements are important because:

- The vendors are provided with a set of clear expectations for participating in the program
- It provides proof, in writing that the vendor was informed of program rules

Double Up Food Bucks

2020 Vendor Agreement

SIGNED CONTRACT MUST BE ON FILE PRIOR TO REIMBURSEMENT

This agreement by and between (Market Name)_____

and (Vendor Business Name) _____

whose address is _____ city_____

state_____ zip_____ phone _____ email _____

is effective during the Double Up Food Bucks program season in 2020 at the Market (above). This agreement authorizes the Vendor (above) to accept Double Up at the specified market from authorized SNAP participants in exchange for eligible products in accordance with market and program guidelines.

SECTION I. BY SIGNING THIS AGREEMENT, THE VENDOR AGREES TO:

1. Display a sign, provided by the farmers market, indicating the Vendor accepts Double Up loyalty credits and/or tokens
2. Exchange Double Up incentives ONLY for eligible products with include: fresh fruit and vegetables grown within the state where the Market is located, plants and seeds that produce food, cut herbs and herb plants, and mushrooms.
3. Prove, upon request, that all product provided in exchange for Double Up incentives was grown within the state where the Market is located.
4. Not give change for purchases made with Double Up incentives

Vendors

Redemption & Reimbursement

Double Up Food Bucks tokens should be collected and reimbursed for on the **same schedule as SNAP** tokens/scrip

Use provided **record keeping tools** or add required information to current tools

Retaining a percentage of token based sales in order to recuperate administrative costs is **allowed and encouraged**

Vendors

Records to Keep

Vendor Name

Total amount reimbursed for Double Up

Date Reimbursed

Proof of Payment Received (check #, bank statement for direct deposit, vendor signature, etc.)

Methods of Proof & Where to Submit

You may submit your vendor reimbursement record with one of the following methods for proof of payment:

- Check Number
- Bank Statement for Direct Deposit
- Vendor Signature for Cash Reimbursement

Submit your vendor reimbursement record by:

- **Upload (strongly preferred):** Select **upload** as the method of submitting on your report, drag and drop or browse files to add the records to your report
- Email: **marketreporting@fairfoodnetwork.org**
- Mail: **1250 N Main St, North Suite, Ann Arbor, MI 48104**
- Fax: contact Cassidy

Record Keeping & Reporting

Reporting Requirements

Overview

Customer Distribution
Customer Transaction Record Each Market Day
Batch Receipt or POS Report

Vendor Reimbursement
Signed Vendor Agreements
Vendor Redemption and Reimbursement Record

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**

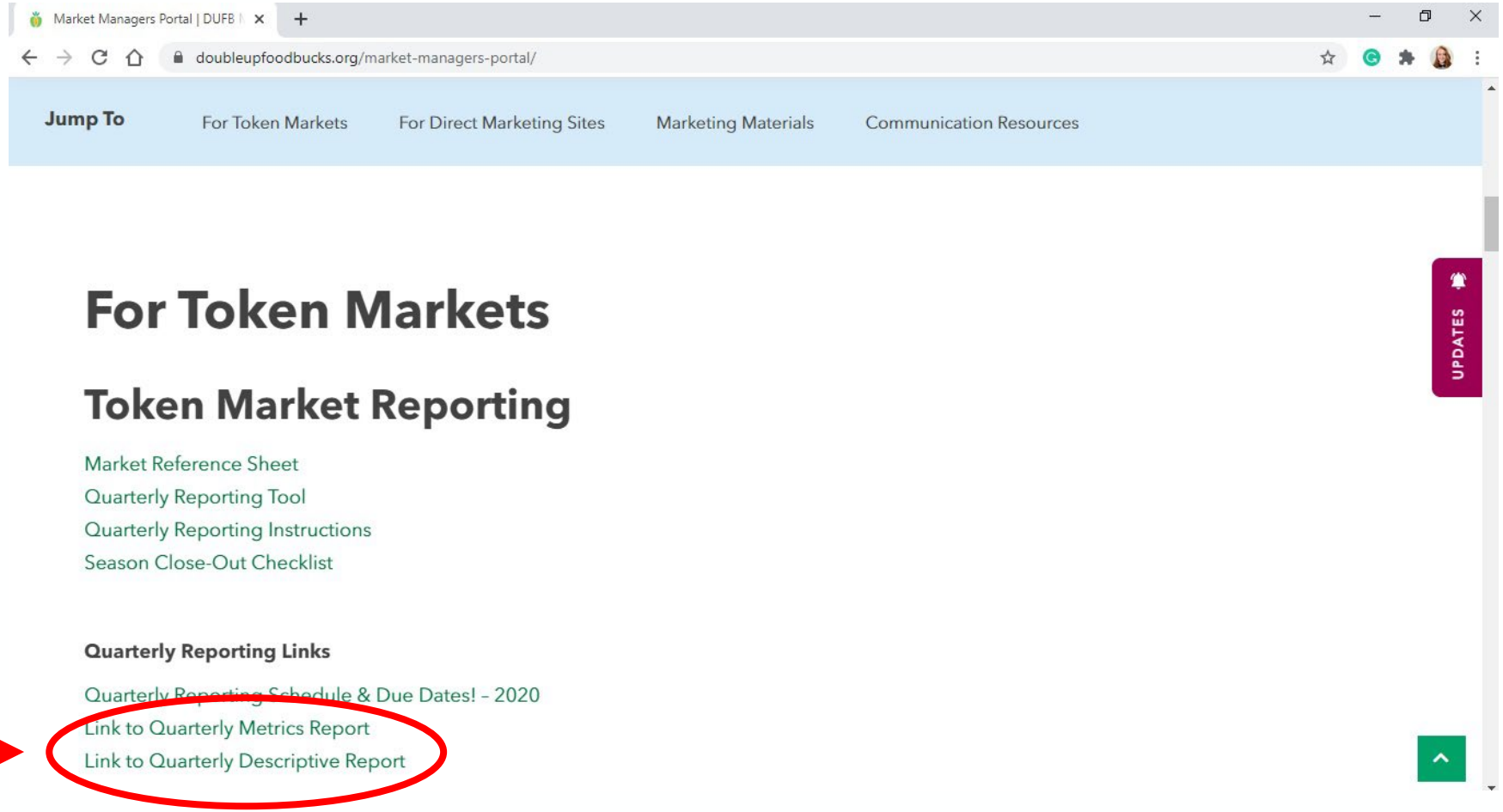
Information will be entered by month, submit a separate report for each month – **a new, blank report will open once the previous report has been successfully submitted**

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

Where to access



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. *

fairfoodnetwork.org

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.
--> 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 Unique 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

Organizations must be able to provide the following documentation upon request, however Fair Food Network (FFN) will not routinely collect this documentation.

Reporting Component	Checklist
1. **Customer Transaction Record sheet** for each market day	
2. EBT Verification of SNAP sales when the Double Up program was operating at the market a. Copy of batch report for each market day, or b. Monthly report from EBT processor: Report needs to provide dates of EBT transactions, total number of transactions, and total EBT sales.	
3. ***Vendor Reimbursement Records** that show vendor Double Up token redemptions each time tokens were collected. Need to show how much each vendor redeemed in Double Up and it must be distinguished from other currencies (like SNAP).	
4. ***Copy of Signed Vendor Agreement** for each vendor reimbursed for Double Up. Markets must have a signed Vendor Agreement on file dated with the current year, prior to making any reimbursement payments	

**Only applicable to farmers market sites where the grantee/contractor is reimbursing individual vendors. Not applicable to sites (like farm stands and mobile produce delivery models) where no reimbursement occurs.*

Records to Submit

Reporting Component	Checklist
1. **Online reports** for each quarter that the market operated the program between April and March of the current program year.	
2. ***Proof of Vendor Payment** for tokens redeemed. Needs to include: vendor name, date of payment, amount of payment that represents Double Up reimbursement, check number OR vendor signature/initials that payment was received. **It is preferred that this documentation is uploaded to each quarterly online report.**	
3. **Complete a Market Manager Survey**. Questions regarding your feedback on program [illegible] asked. Completing this survey by Novem[illegible] expectation[illegible] *Fair Food N[illegible] provide a [illegible] Year-End survey of markets accepting SNAP*	
4. **Report or Return Tokens.** Each market must count all tokens and report the total number of tokens on hand at the end of the season. a. The expected amount of tokens is calculated as: • Starting token count, minus the amount distributed to SNAP customers, plus the amount redeemed by vendors • If the amount your market has on hand differs by more than 5% from the expected amount, explanation will be sought for the discrepancy b. If you are instructed that tokens need to be returned, tokens can be returned at one of MIFMA's Year-End meetings or can be shipped following the directions for shipping records below. You **must** choose a shipping option that allows you to track your shipment and acknowledge that you are responsible for the tokens until they are delivered to MIFMA.	

**Only applicable to farmers market sites where the grantee/contractor is reimbursing individual vendors. Not applicable to sites (like farm stands and mobile produce delivery models) where no reimbursement occurs.*

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**. 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 reimbursed to vendors **from your market’s online 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, some of you may have already received your contracts.

Review, Sign & Return

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

Grant/Contract Period

January 1, 2021 – December 31, 2021

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

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

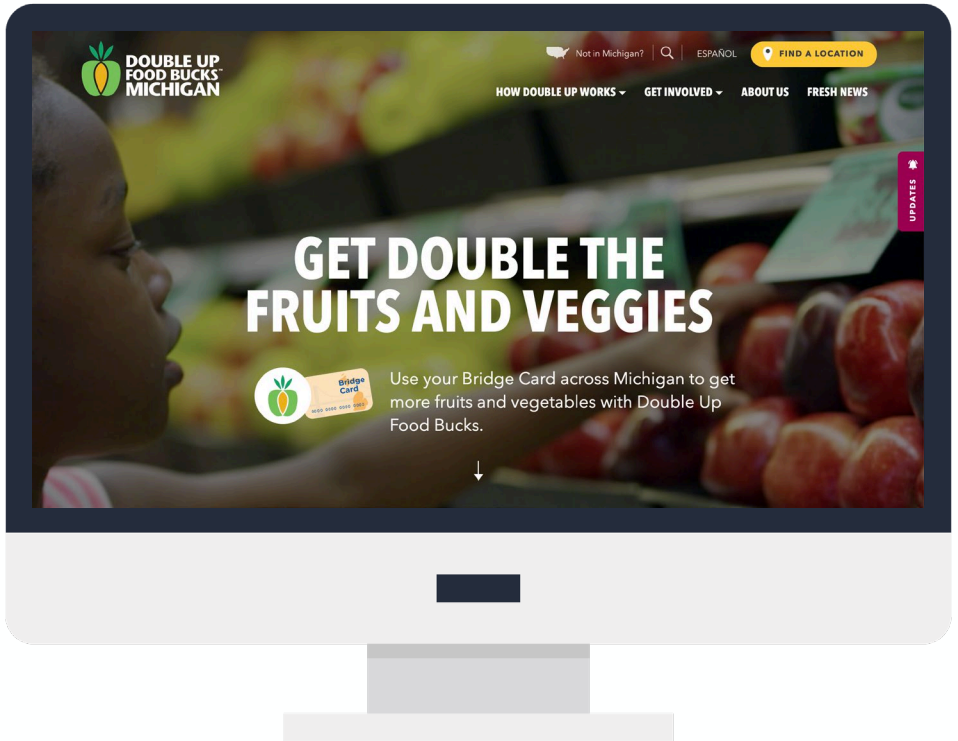
3M
People reached through Facebook ads in April & May

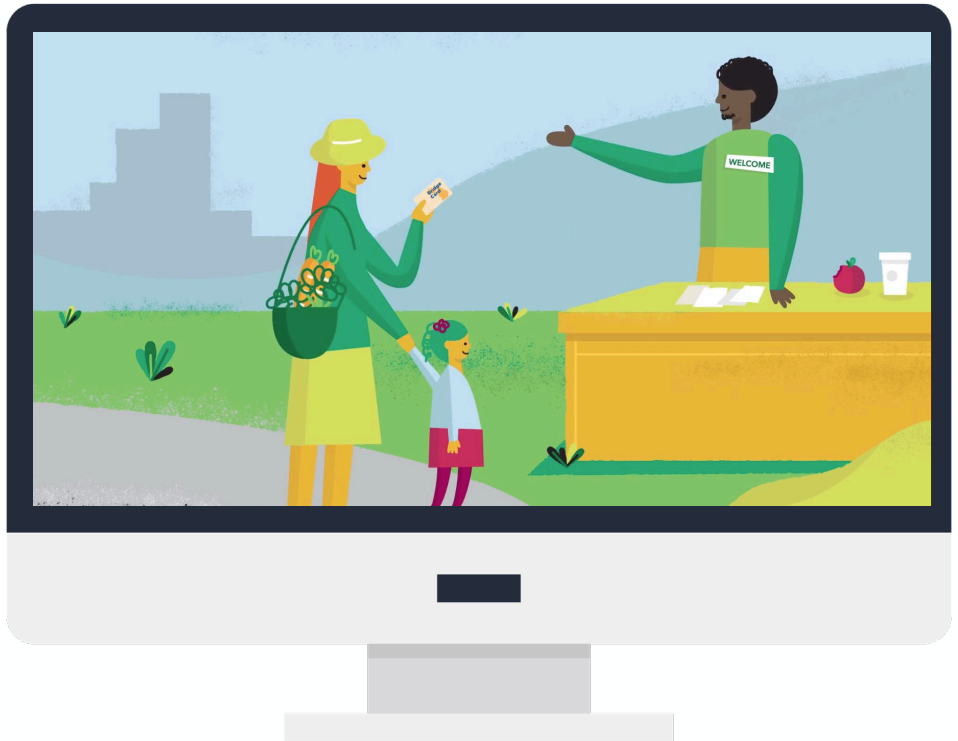
14K
New sign ups for Double Up's email list, a growth of 525%

New Website, Expanded Features

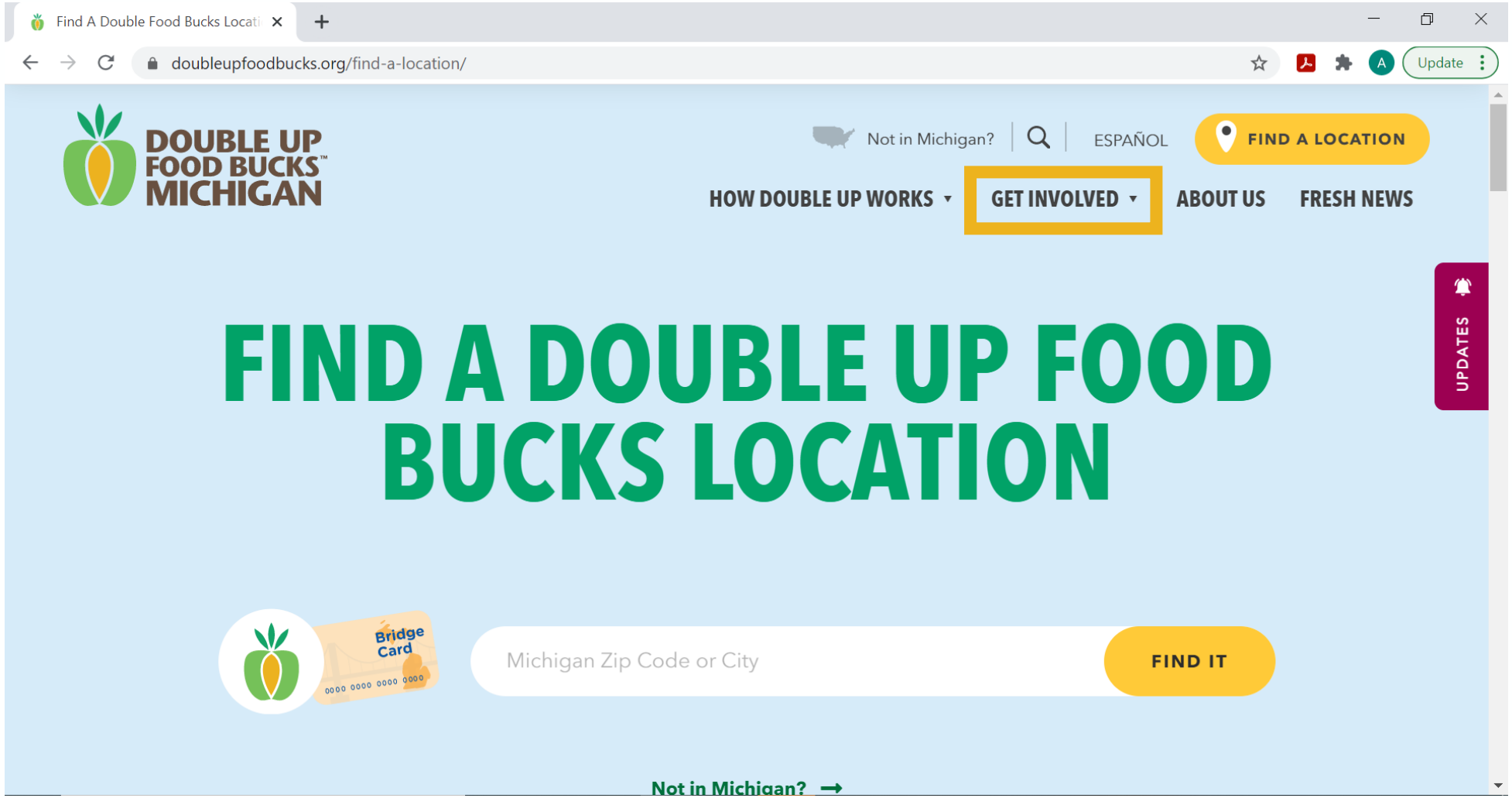
DoubleUpFoodBucks.org includes:

- English and Spanish content
- New “how Double Up works” videos, available on YouTube
- Enhanced location finder

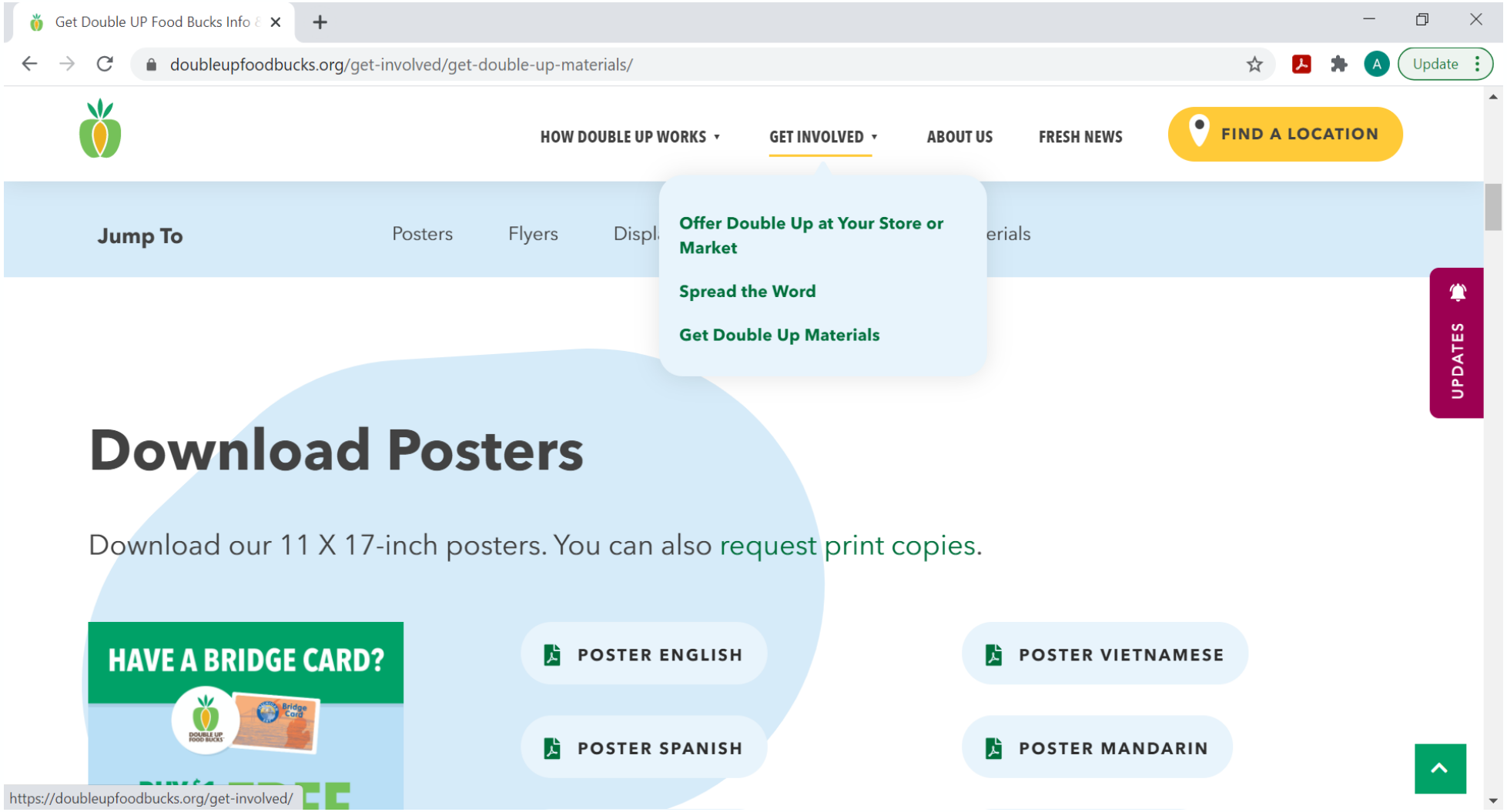




Request Materials: Website Hotline: 866-586-2796 Email: info@doubleupfoodbucks.org



Request Materials: Website Hotline: 866-586-2796 Email: info@doubleupfoodbucks.org



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

Banner
108″ x 60″
(9 ft x 5 ft)

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, email or call Cassidy Strome at **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 2:

April 1 – June 30

Reporting Due: **July 8th**

Quarter 3:

July 1 – September 30

Reporting Due: **October 8th**

Quarter 4:

October 1 – December 31

Reporting Due: **January 8th, 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
(734)213-3999 ext. 109