

# Double Up Food Bucks

Returning Market Manager  
Training

15 March 2021





# Today's Agenda

- Welcome & Introductions
  - FFN & MIFMA
- 2020 Recap
- New in 2021
- Accessing Program Materials
- Program Implementation
- 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)**





## 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





# What's new in 2021?

- Daily earning cap update
  - \$50 per day at Farmers Markets and Direct Marketing sites starting May 1<sup>st</sup>
  - Please communicate the change to your vendors & shoppers
- Calendar year cycle for grants
- Closeout for year-round sites
- New DUFB website
- P-EBT Card



# 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

Find A Double Food Bucks Locati

doubleupfoodbucks.org/find-a-location/

Update



HOW DOUBLE UP WORKS ▾GET INVOLVED ▾ABOUT USFRESH NEWS

FIND A LOCATION

Contact Us

Offer Double Up At Your Store Or Farmers Market

Community Resources

FAQ



Get A Bridge Card

1. Grow, Store, Login

**2. Farmers Market Login**

3. Ambassador Login

Check Your Double Up Balance



Stay in the Know

Get the latest from Double Up.


Name\*

Email\*

Phone (Optional)

SIGN ME UP

UPDATES

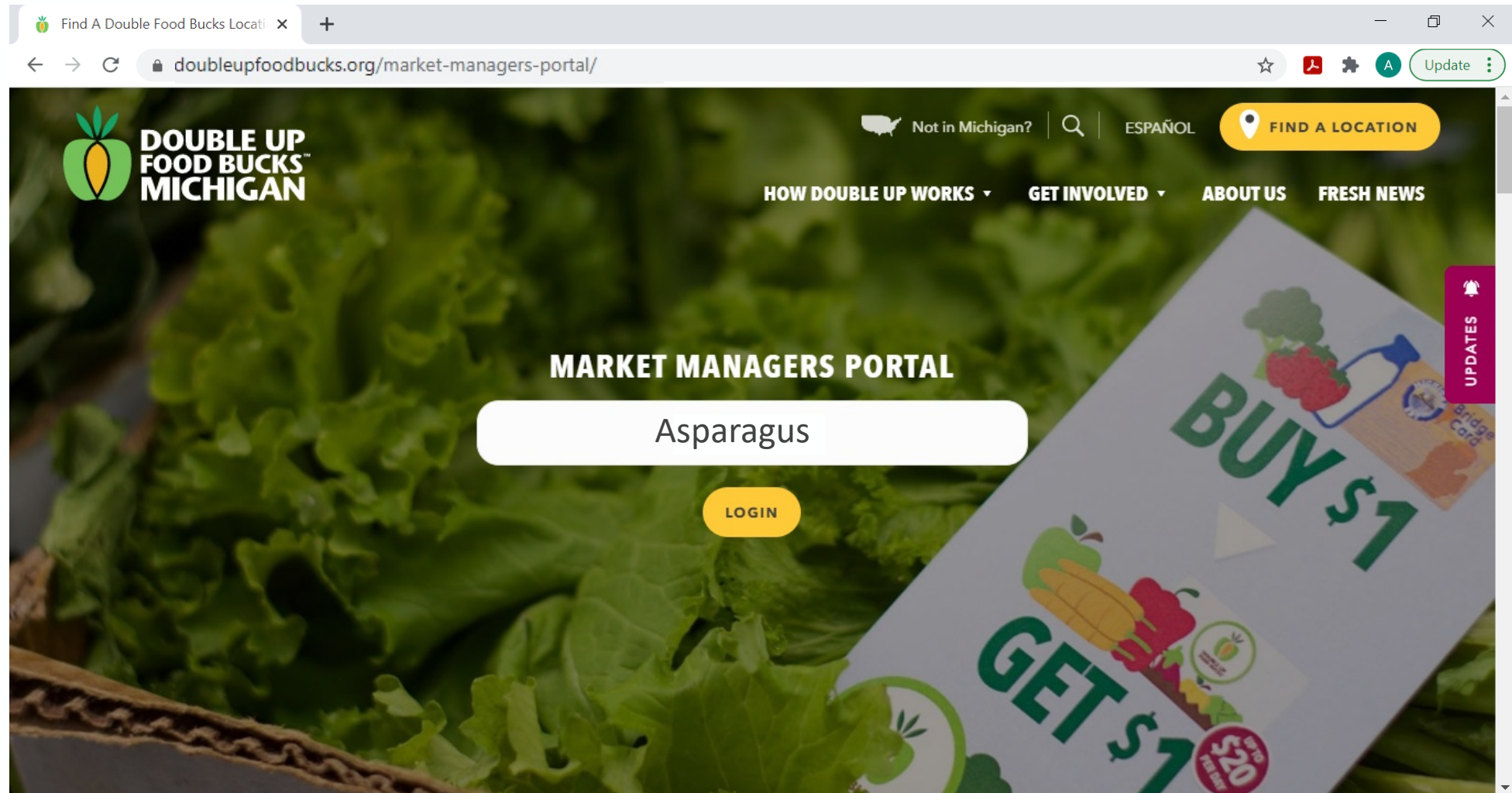


Double Up Food Bucks is a program of the national nonprofit, Fair Food Network, fueled by the State of Michigan, federal support, and the many

© 2021 Fair Food Network.

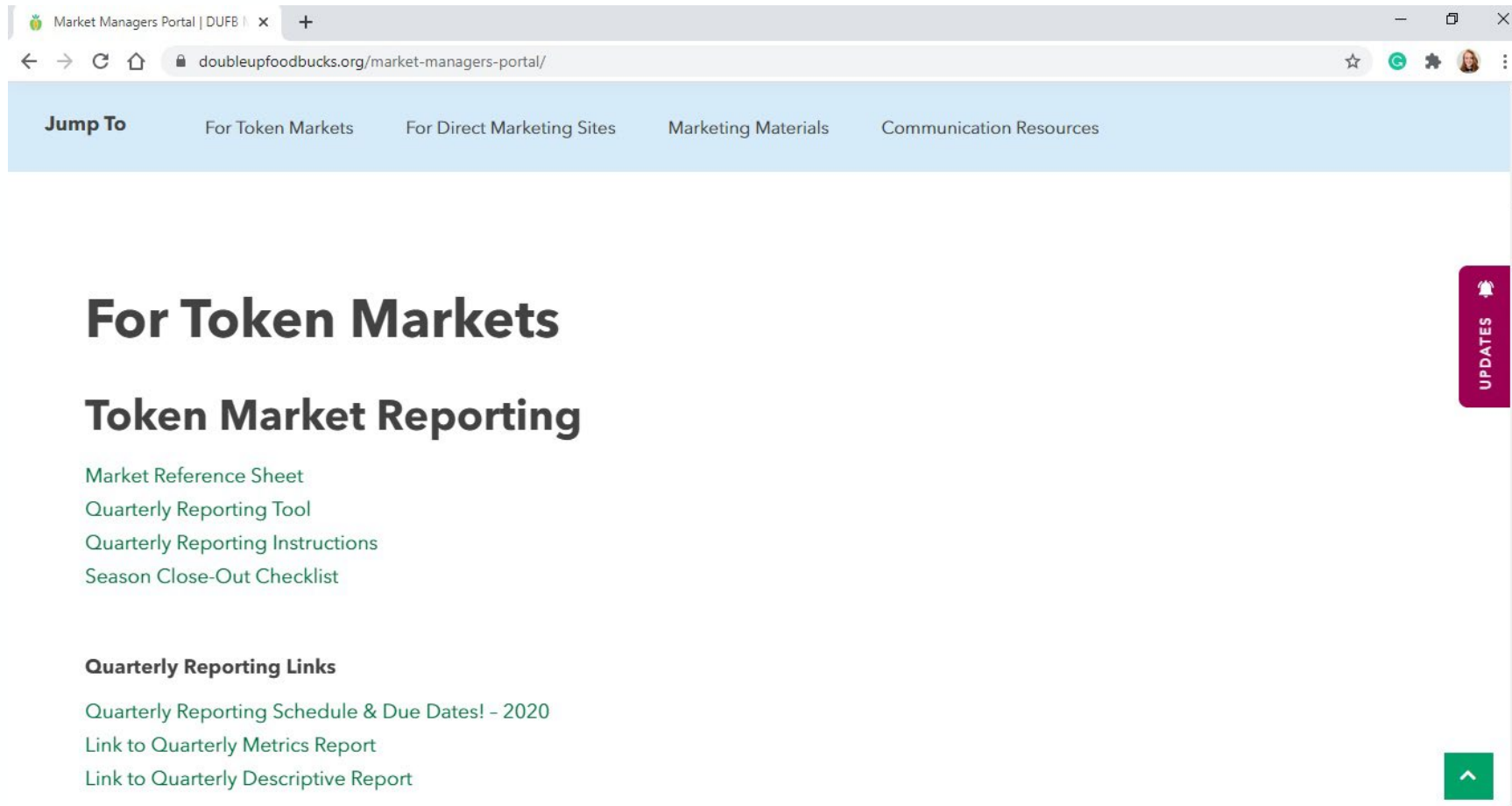
# Accessing Program Materials

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:

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 accepting the Double Up card in some way at your market, email [cstrome@fairfoodnetwork.org](mailto: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؟						
	 SNAP/EBT Bridge Card	 Double Up Food Buck	 WIC Project FRESH	 Sr. Project FRESH/ Market FRESH	 Hoophouses for Health	
✓ Eligible Elegibles مؤهل ✗ Not eligible No Elegibles غير مؤهلة						
Fresh MI-Grown Fruits & Vegetables Frutas y verduras frescas de MI الفواكه والخضراوات الطازجة	✓	✓	✓	✓	✓	
Fresh Herbs Hierbas frescas اعشاب 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 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. \*\*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 <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

# 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 Reports

Submit **1 Descriptive Report** per quarter and **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

3 New 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”

# 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. \*





# Double Up Michigan Farmers Markets/Direct Site: QUARTERLY DESCRIPTIVE REPORT

Attention DOUBLE UP partners:

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

## INSTRUCTIONS:

- All sites (i.e., firms) must submit a quarterly report.
- If your site did not operate Double Up during a specific reporting period, you must still submit a report indicating the program did not operate.
- Quarterly reports will only be accepted using this online form.
- Use one form per quarter. Multiple reporting periods may not be combined into the same 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.

## QUARTERLY DESCRIPTIVE REPORT

### Site Name \*

Select your site (i.e., firm) from the list below. \*Double check for accuracy.\*

# 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. <b>Customer Transaction Record</b> sheet for each market day	
2. <b>EBT Verification</b> of SNAP sales when the Double Up program was operating at the market <ol style="list-style-type: none"><li>Copy of batch report for each market day, or</li><li>Monthly report from EBT processor: Report needs to provide dates of EBT transactions, total number of transactions, and total EBT sales.</li></ol>	
3. <b>*Vendor Reimbursement Records</b> 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. <b>*Copy of Signed Vendor Agreement</b> for each vendor reimbursed for Double Up. Markets must have a signed Vendor Agreement on file dated with the current year, <u>prior</u> 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. <b>Online reports</b> for each quarter that the market operated the program between April and March of the current program year.	
2. <b>*Proof of Vendor Payment</b> 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. <b>It is preferred that this documentation is uploaded to each quarterly online report.</b>	
3. <b>Complete a Market Manager Survey.</b> Questions regarding your feedback on program expectations, etc. are asked. Completing this survey by November 15th is required. <b>Fair Food Network requires all markets to provide a Year-End survey of markets accepting SNAP.</b>	
4. <b>Report or Return Tokens.</b> Each market must count all tokens and report the total number of tokens on hand at the end of the season. <ul style="list-style-type: none"> <li>a. The expected amount of tokens is calculated as: <ul style="list-style-type: none"> <li>• Starting token count, minus the amount distributed to SNAP customers, plus the amount redeemed by vendors</li> <li>• If the amount your market has on hand differs by more than 5% from the expected amount, explanation will be sought for the discrepancy</li> </ul> </li> <li>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 <b>must</b> 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.</li> </ul>	

*\*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](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 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

# Changes to this year's Grant Agreement

- Descriptive & Metrics Reports
- Grant Cycle:
  - January 1 – December 31, 2021, calendar year, this will be consistent every year moving forward

# 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 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

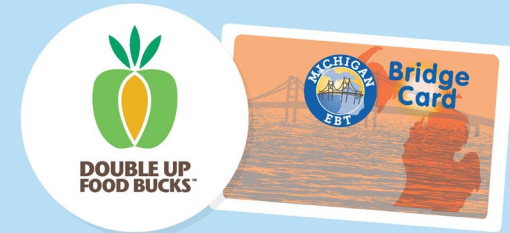


## Communication

- 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%



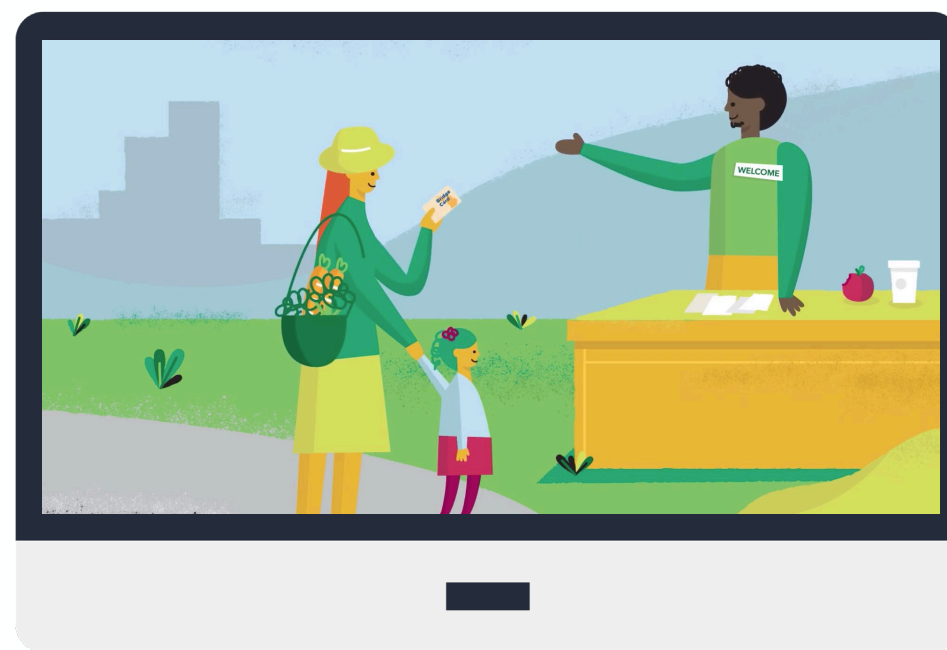
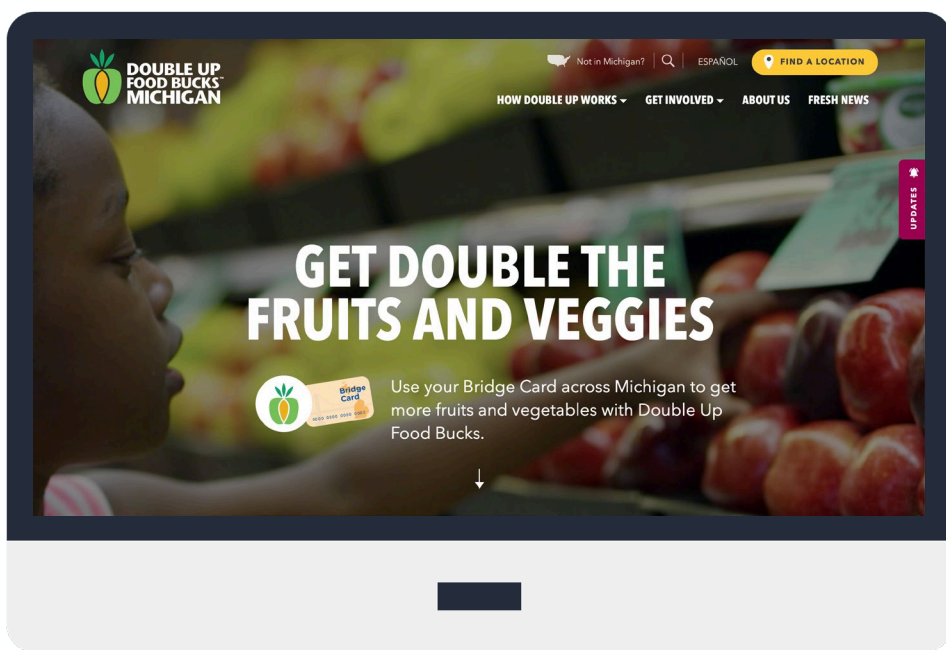
# New Website, Expanded Features

DoubleUpFoodBucks.org includes:

English and  
Spanish content

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

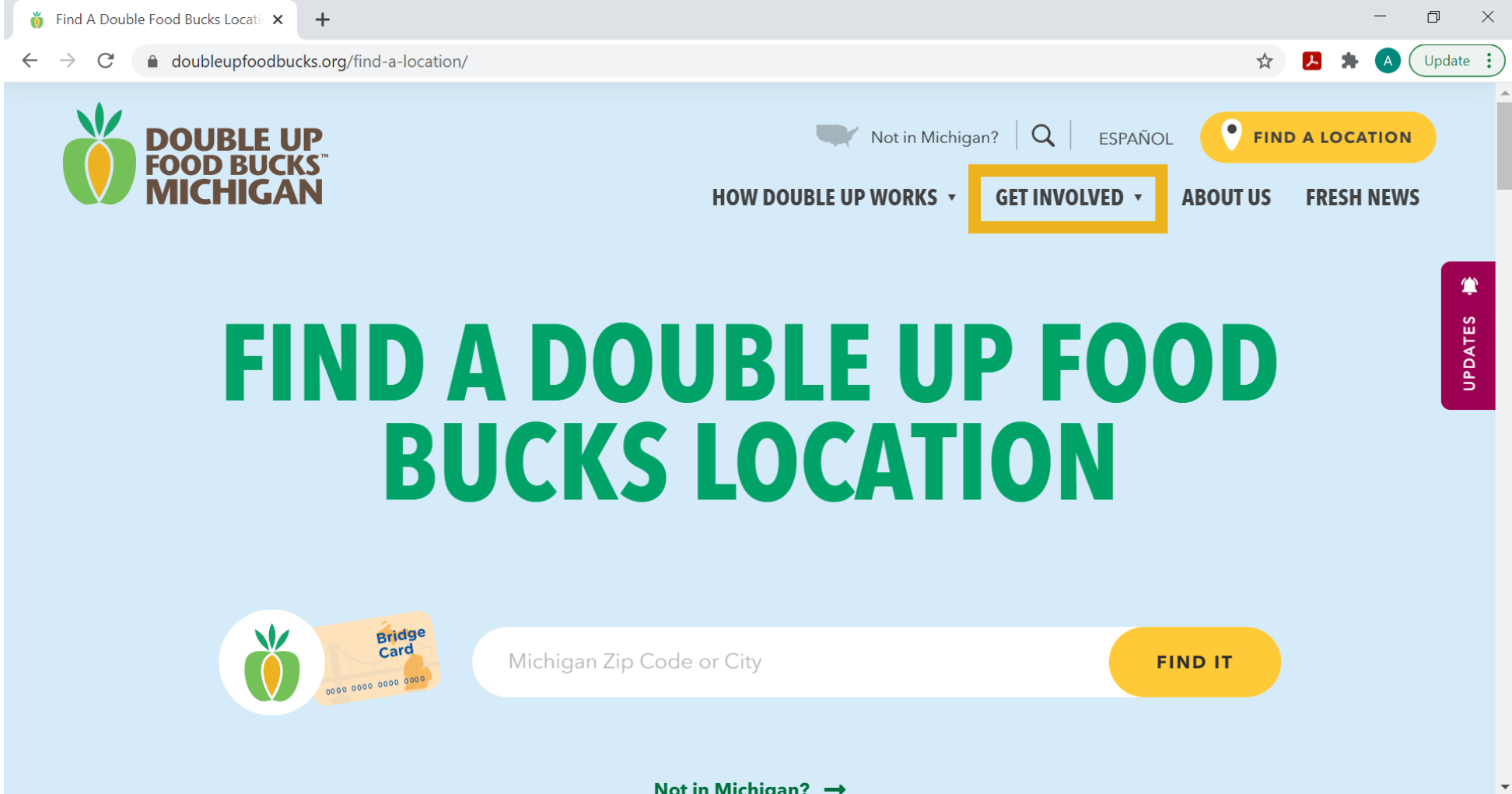
Enhanced  
location finder



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 bottom center.

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 options: Offer Double Up at Your Store or Market, Spread the Word, and Get Double Up Materials. Below the navigation is a light blue banner with the text 'Jump To' followed by 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.' Below this is a section titled 'HAVE A BRIDGE CARD?' with a small image of a bridge card. To the right of this section are four buttons: 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





# Update your site info

If anything has changed at your market in the past year 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