



Double Up Card: Behind the Register







STAFF GUIDE

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DOUBLE UP CARD: DAILY CHECKLIST FOR SUCCESS




BEFORE YOUR OUTLET OPENS:

-  Check that your device is fully charge (or plug-in charger)
-  Sign into the Fresh Incentives App before shoppers arrive.
Tip! Once signed in, you'll remain logged-in until the end the day! Make sure to maintain a wi-fi or cellular connection.
-  Check to make sure your card reader is connected (*see Tips & Troubleshooting*).
-  Ensure your device is secured at your checkout area.
-  Hang Double Up signage at the entrance, produce section, and check-out areas.
Tip! Hang signs at eye level, every four feet in the produce section.
-  Stock Double Up Cards and flyers at check stands, customer service and welcome booth.
Tip! Hand out flyers to shoppers and use as bag stuffers.

END OF DAY:

-  Reconcile your transactions for the day.
-  Log out of the Fresh Incentives App.
-  Turn off the device (if using a Fair Food Network Issued tablet).
-  Charge your device for tomorrow.

ROUTINELY:

-  Help train staff to promote Double Up to shoppers.
-  Let us know when you need new signs & flyers. You can also order materials on our website at DoubleUpFoodBucks.org
Tip! We have signage in additional languages; let us know what you need.
-  Learn about the “my Fresh Wallet” app for shoppers. Let us know if you need flyers.

DOUBLE UP CARD: HOW IT WORKS & TRANSACTION FLOW

How It Works

Double Up Card shoppers receive a penny for penny match when they buy fruits & vegetables with their EBT/Bridge card - up to \$20/day! There is no limit on spending.

Double Up expires after 90 days. Let shoppers know to spend their Double up within 90 days.

Double Up Card Transaction Process

- Get Ready: Sign into the Fresh Incentives app at beginning of day (before your 1st shopper!)
- Ask shoppers: “would you like to earn or spend Double Up today?”
- New shoppers: explain Double Up, handout flyers & provide a Double Up Card (follow steps for “NEW CARD SIGN UP”)

Earning Double Up

1. Shopper purchases SNAP eligible produce - EBT Transactions happen as usual
2. Shopper presents both their Double Up Card & EBT/SNAP Card to earn Double Up
3. Use the Fresh Incentives app to add Double Up amount earned - follow steps for “SNAP Match”. *Remember the app counts to the penny!*
4. Complete the sale
5. Tell the shopper their card balance (balance will show on the receipt screen)
6. Shopper can use their card on their next produce purchase.

Spending Double Up

1. Shopper is ready to spend their Double Up on eligible fruits & veggies – ring in eligible produce as usual.
2. Shopper presents their Double Up Card to purchase eligible fruits & veggies.
3. Using the Fresh Incentives app to deduct Double Up from the card - follow steps for the “INCENTIVE” function (Spend Double Up)
4. Complete the sale on the POS - collect any remaining amount due with a different payment method (ie. EBT, credit, debit, cash, etc.)
5. Tell the shopper their card balance (balance will show on the receipt screen)

DOUBLE UP CARD & MOBILE WALLET: ACCOUNT CAPTURE

PHYSICAL CARD (back of card)



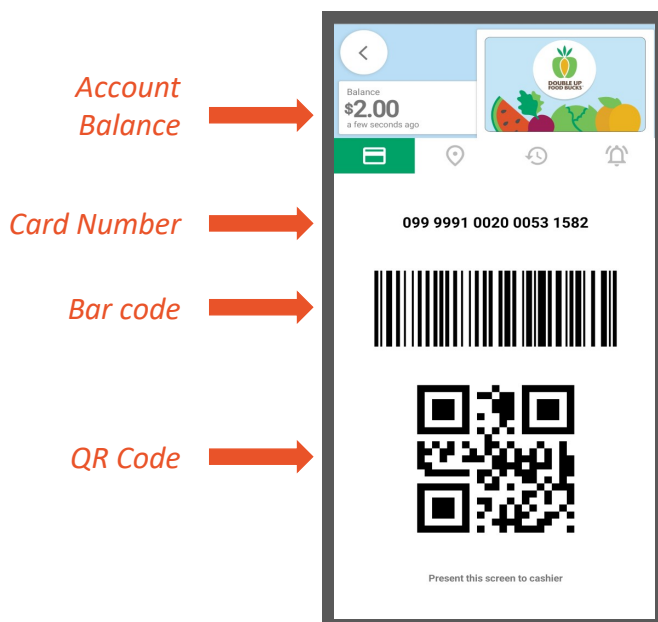
3 WAYS TO CAPTURE A CARD NUMBER

1. Swipe the physical card using the card reader.
2. Scan cards with the camera function. (see P. 16 for instructions)
3. Manually type in the card number.

TIPS: SCAN CARDS WITH THE CAMERA FUNCTION

- Scan cards in a brightly-lit location.
- Double Up Card: Scan the barcode or QR code on back of card.
- EBT Card: Scan the EBT numbers on the front of the card.

DIGITAL CARD (myFresh Wallet app)



TIPS: SCAN A "DIGITAL" CARD IN MY FRESH WALLET (ON SHOPPER'S PHONE)

- Ask the shopper to brighten the screen on their device'.
- Use your device's camera function to scan the shopper's barcode or QR code.
- Alternatively, you can type in the account number above the barcode.

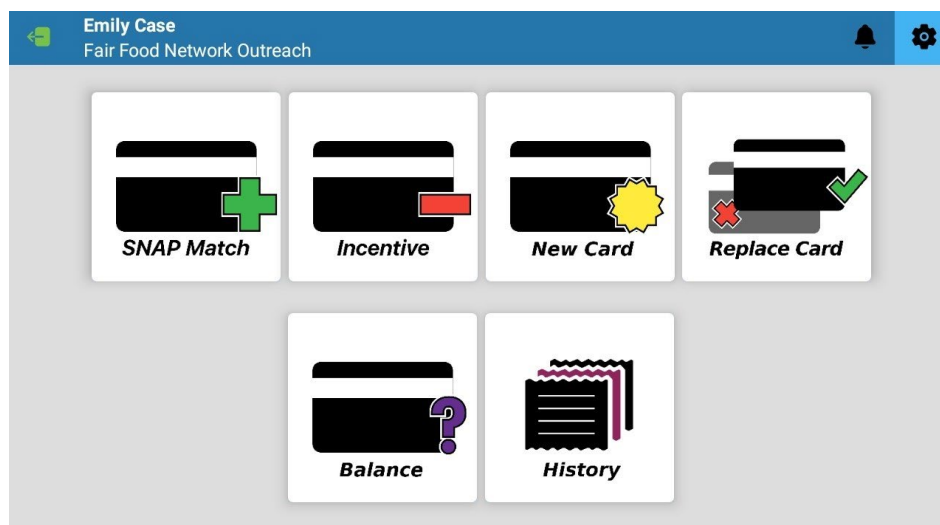
DOUBLE UP CARD: SIGN IN & MAIN MENU



SIGN IN

1. Locate the “FRESH INCENTIVES” application (carrot icon) on your device.
2. Enter your e-mail address & password and tap arrow (top right)
3. Set your location.

MAIN MENU FUNCTIONS



SNAP MATCH *(green plus sign)*

Earn Double Up Food Bucks on card.
Distribute/disperse Double Up

INCENTIVE *(red minus sign)*

Spend Double Up Food Bucks off card.
Redeem Double Up

NEW CARD

Signup a new Double Up cardholder.

REPLACE CARD

Issue a replacement Double Up Card.
Use Replace Card if a shopper has signed up online/in-app & now wants a physical card.

BALANCE

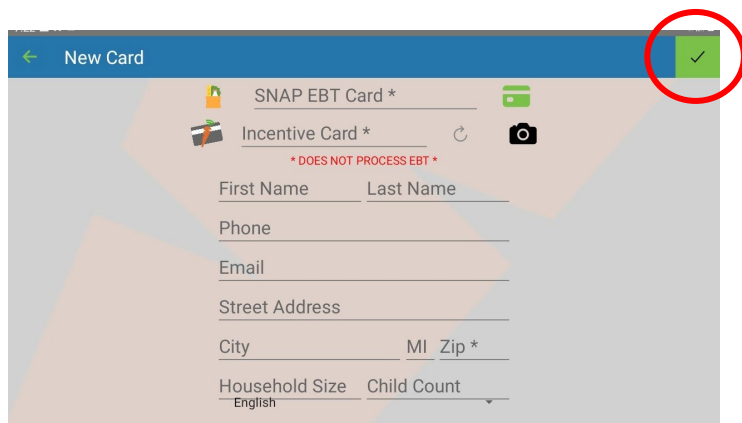
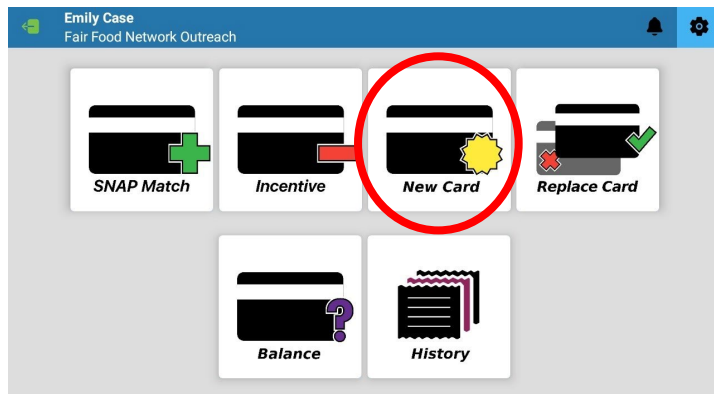
Check a Double Up Card balance.

HISTORY

See your transactions for the day. Used for reconciling sales & voiding sales.

DOUBLE UP CARD FUNCTIONS – NEW CARD

Create a new Double Up Account: New Card



3 things are needed for sign-up:

1. Double Up Card (site supplies)
2. SNAP/EBT Card
3. Zip Code

To activate a new Double Up Card:

1. From Main Menu Screen click on **"NEW CARD"**

2. Swipe or scan cards:

- New DUF B Card (site supplies)
- SNAP/EBT Card

3. Enter contact information

- Zip code required
- Please gather as much contact info as possible - in case of lost card.

4 . Press **"CHECKMARK"** (top right)

5. Have the shopper click on **"ACCEPT"** the Marketing Policy & Privacy Policy

A SHOPPER ALREADY ENROLLED ONLINE OR IN-APP & NEEDS A DOUBLE UP CARD

Use the 'REPLACE CARD' function to help the shopper. *(instructions on page 13)*

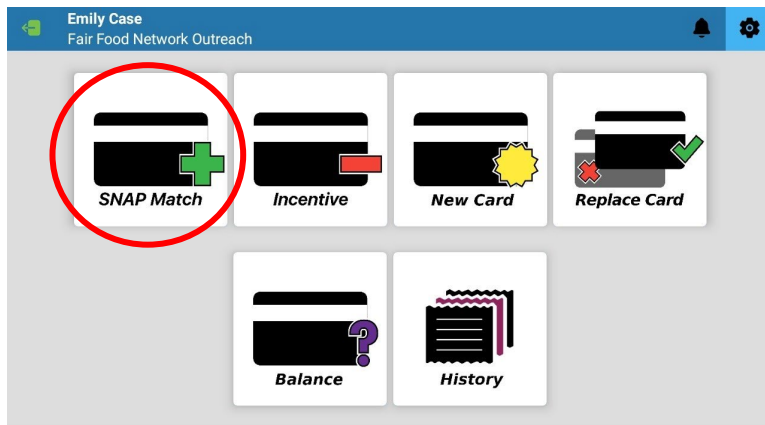
COMMON ERROR MESSAGE

EBT Already In Use: EBT card is already paired with a different Double Up card.

Solution: Use the 'REPLACE CARD' function to help the shopper. *(instructions on page 13)*

DOUBLE UP CARD FUNCTIONS – EARNING: SNAP MATCH

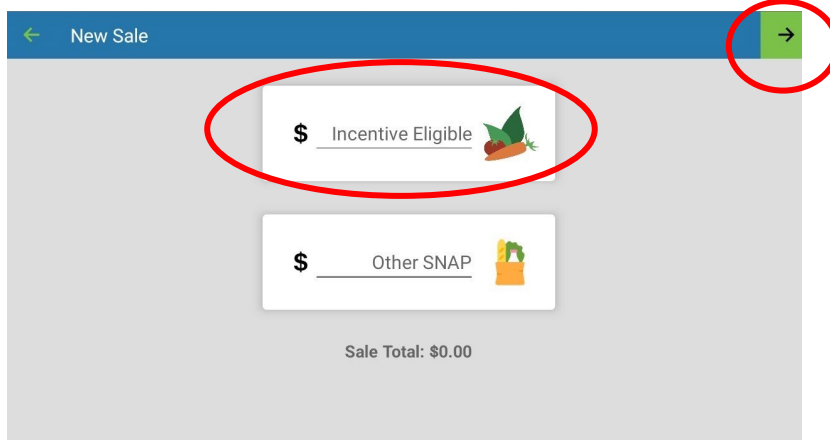
Earn Double Up: SNAP Match



Shopper has purchased eligible items with their EBT/Bridge Card and is ready to earn Double Up

To Load Double Up earnings to card:

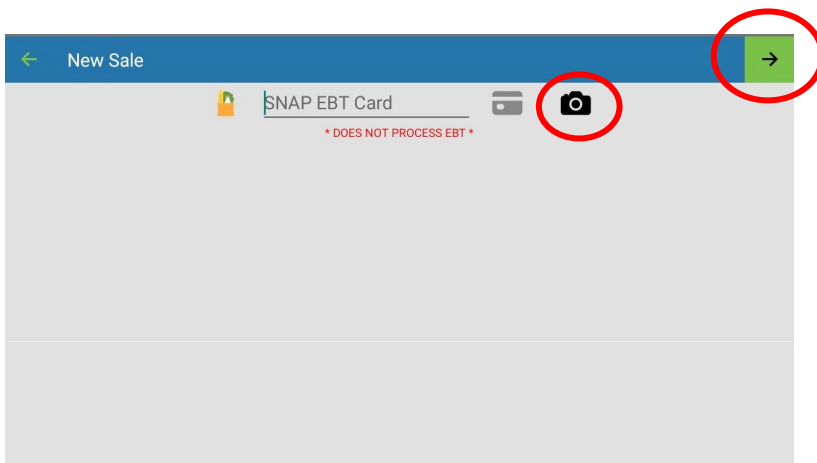
1. From Main Menu Screen **click on "SNAP MATCH"** (Green plus sign)



2. Enter Sales Amounts:

INCENTIVE ELIGIBLE: The Double Up eligible amount purchased with the EBT/Bridge Card.

OTHER SNAP: the remaining amount paid for with EBT/Bridge Card. *(Not available to all sites)*



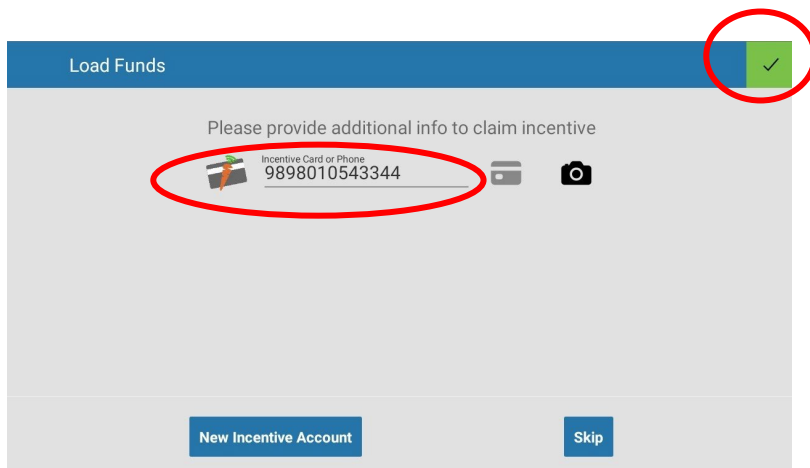
3. Click on the Green Arrow (top right) to proceed.

4. Scan or Swipe the EBT/Bridge Card.

** To scan the card with the camera function, click on the camera icon*

5. Click on Green Arrow (top right) to proceed.

Earn Double Up: SNAP Match (continued)



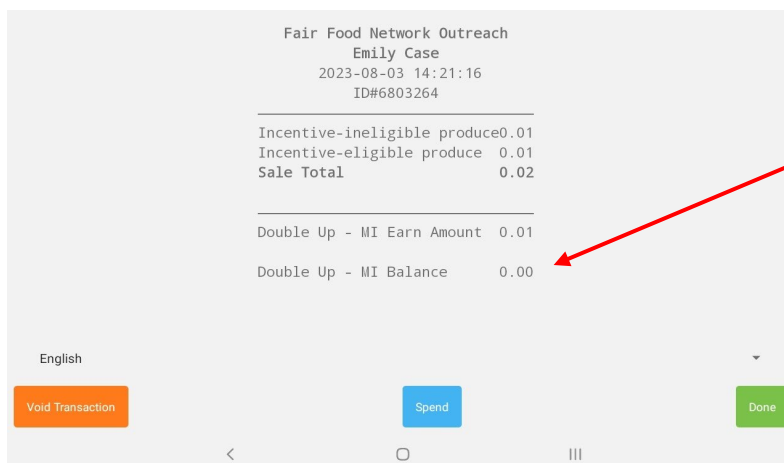
6. Scan or Swipe the Double Up Card.

INCENTIVE CARD means Double Up Card

- See below for more details about the “NEW INCENTIVE ACCOUNT” button

7. Click on Green Check Mark (top right) to complete sale & proceed to receipt screen.

Do NOT click on ‘SKIP’



The earn sale is completed. You will be brought to the receipt screen.

8. Tell shopper their balance (bottom of receipt below ‘Earn Amount’).

9. You have 2 options:

- a. GO TO MAIN MENU: Click the Green “DONE” button to return the Main Menu.
- b. **SPEND DOUBLE UP AFTER EARNING**: by clicking the Blue “SPEND” button you will be redirected to Spend Double Up from the same card. You don’t need to swipe the card again!

* EXPRESS ENROLL

Shoppers can sign-up during the earning transaction (“SNAP MATCH” button). The system will save your progress and allow you to activate a new card or account, then continue the sale.

After scanning the Double Up Card (*step 6 above*), click on “NEW INCENTIVE ACCOUNT” button (bottom left) to create a new Double Up card account. See next page for instructions.

SPECIAL FEATURE: EXPRESS ENROLL

Earn Double Up & Create a New Account at the same time!

Load Funds

Please provide additional info to claim incentive

Incentive Card or Phone
9898010543344

New Incentive Account Skip



Load Funds

New incentive card

Incentive Card
9898010543344

Phone
+1 _____

SNAP EBT Card

Zip



Fair Food Network Outreach
Emily Case
2023-08-03 14:21:16
ID#6803264

Incentive-ineligible produce 0.01
Incentive-eligible produce 0.01
Sale Total 0.02

Double Up - MI Earn Amount 0.01
Double Up - MI Balance 0.00

English

Void Transaction Spend Done

To Load Double Up earnings to card and activate a New Card at the same time:

1. Start the Earn Transaction as outlined on p. 7-8

- Follow steps 1-6

2. After entering the Double Up Card number (step 6), click on “NEW INCENTIVE CARD” (bottom left)

** The system will pause & save your transaction progress to allow you to activate a new card account.*

3. Enter shopper information:

- Phone
- EBT Card
- Zip Code

4. Click on Green Check Mark (top right) to activate the cardholder account.

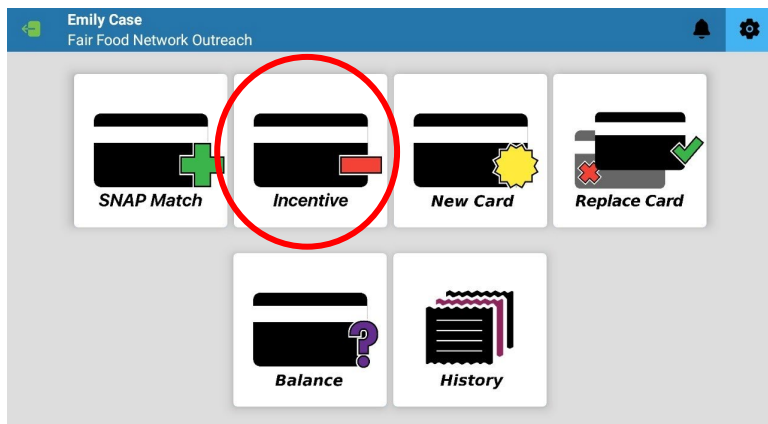
New Card sign-up is now completed. You'll return to the completed sale & the sales receipt screen.

5. Tell shopper their balance (bottom of receipt below 'Earn Amount').

6. Click the Green “DONE” button to finish & return the Main Menu.

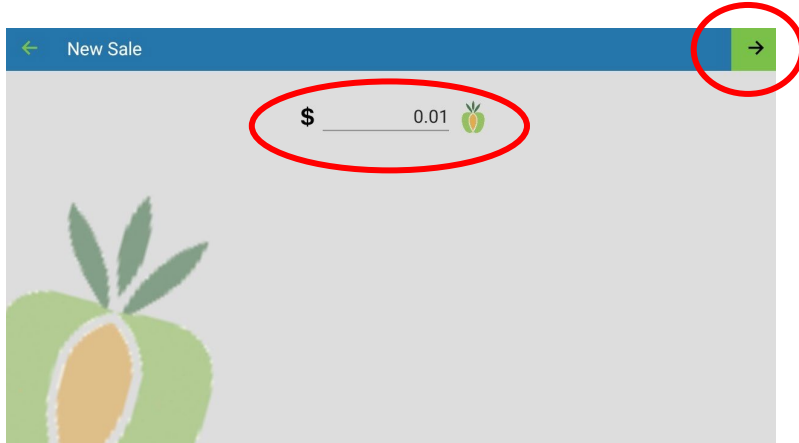
DOUBLE UP CARD FUNCTIONS: SPEND FUNDS

Spend Double Up: Incentive



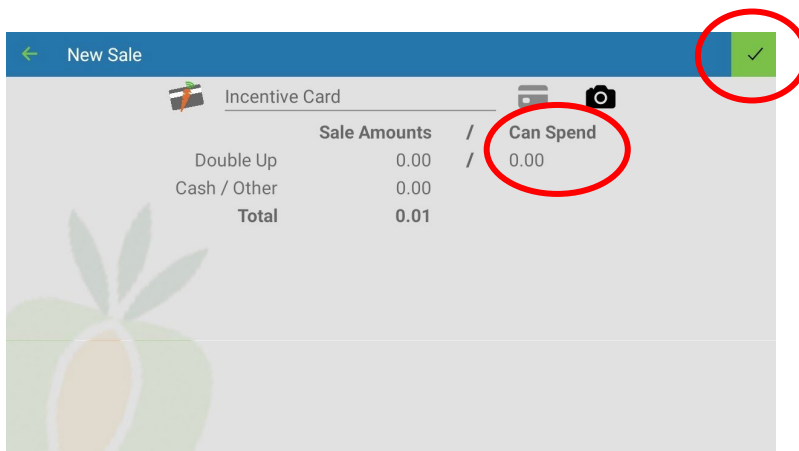
To Spend Double Up from card:

1. From Main Menu Screen **click on** **"INCENTIVE"** (Red minus sign)



2. Enter Sales Amounts

3. Click on the **Green Arrow** (top right) to proceed.



4. Scan or Swipe the Double Up Card.

INCENTIVE CARD: Double Up Card

** To scan the card with the camera function – click on the camera icon. (see p. 16)*

5. Click on the **Green Check Mark** (top right) to proceed to the receipt screen.

*NOTE: "Can Spend" indicates the amount available on the account to spend today

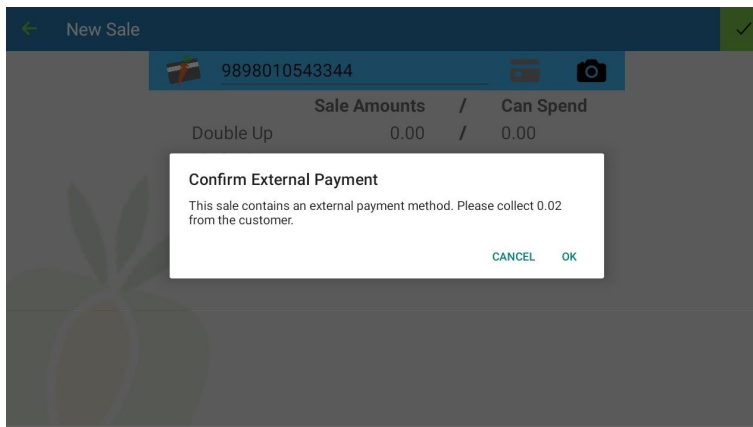
Spend Double Up: Incentive (Continued)



You will be brought to the receipt screen.

6. Click on “Done” to return to the Main Menu

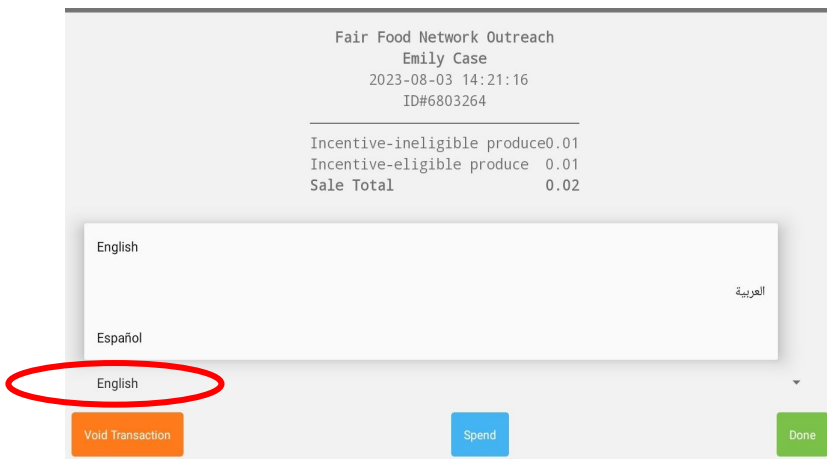
INSUFFICIENT FUNDS: CONFIRM EXTERNAL PAYMENT



“CONFIRM EXTERNAL PAYMENT” means there isn’t enough balance on the card to cover the total produce sale.

The pop-up message will ask to confirm you collected the remaining amount due with a different payment method (ie. EBT, debit, credit, cash, etc.).

REVIEW RECEIPT SCREEN IN ANOTHER LANGUAGE

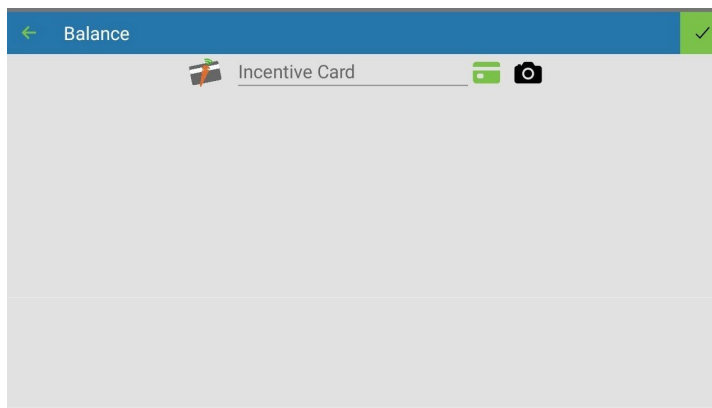
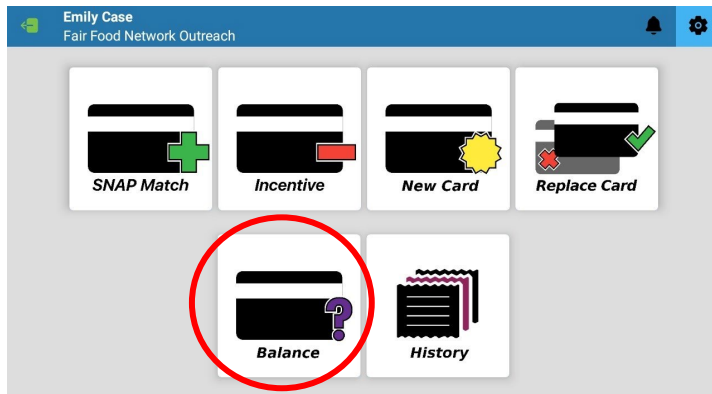


To see the receipt in Spanish or Arabic, you can switch between languages:

1. Click on the arrow above the “DONE” button or click on “ENGLISH” above the “VOID TRANSACTION” button.
2. From the pop screen choose your language

DOUBLE UP CARD FUNCTIONS – CHECK BALANCE

Check Balance on a Double Up Card



To check a shopper's card balance:

1. From Main Menu Screen click on **"BALANCE"**

2. **Swipe the Double Up Card.** Balance will appear

Incentive Card means Double Up Card

** To scan the card with the camera function, click on the camera icon*

3. **Let the shopper know their balance**

4. When finished click **"OK"**

SHOPPERS CAN CHECK THEIR OWN BALANCE!

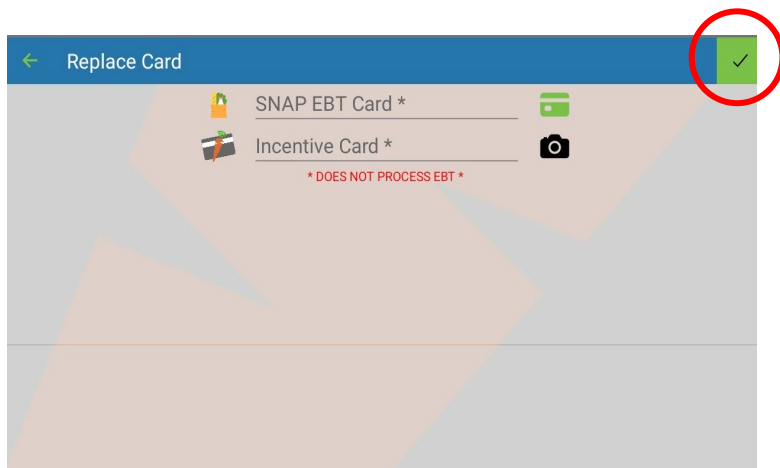
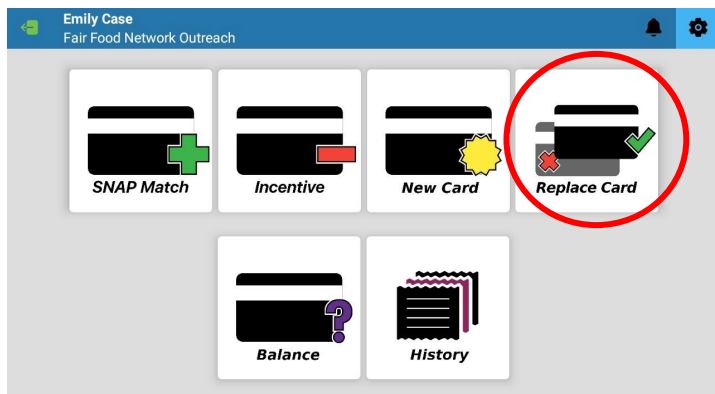
Shoppers can track their balance by creating an online or mobile account profile & connecting their Double Up Card.

Account profiles can be created 2 ways:

- a. Online: mydoubleup.com
- b. Mobile App: **"myFresh Wallet"**
(available in both Google Play & Apple App store)

DOUBLE UP CARD FUNCTIONS – REPLACE CARD

Replace a Lost Double Up Card



To Replace a Double Up Card:

1. From Main Menu Screen **click on** **“REPLACE CARD”**

2. **Swipe or scan cards:**

- New DUFB Card (site supplies)
- SNAP/EBT Card

** To scan the card with the camera function, click on the camera icon*

3. **Click Green Checkmark** (top right) to finish & return to the Main Menu

Once “REPLACE” is pressed, the old card will be voided. Any balance will be transferred to the replacement card.

A SHOPPER ALREADY ENROLLED ONLINE OR IN-APP & NEEDS A DOUBLE UP CARD

Use ‘REPLACE CARD’ to help the shopper.

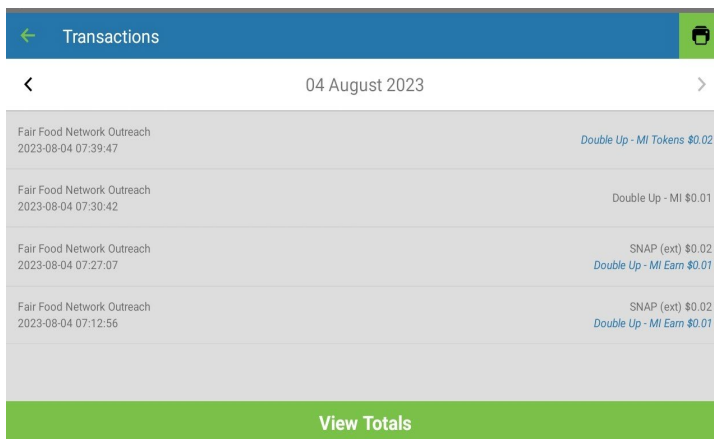
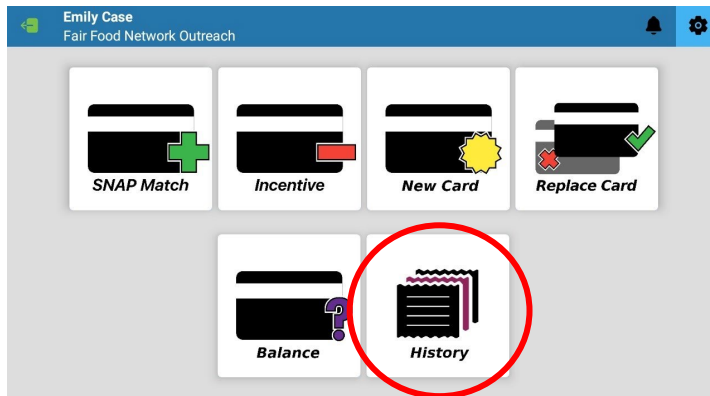
COMMON ERROR MESSAGE

Invalid Card Not Found: Double Up Card is not yet linked to any shopper account.

Solution: Use the ‘NEW CARD’ function to help the shopper.

DOUBLE UP CARD FUNCTIONS – HISTORY & DAILY RECONCILING

Double Up Transaction History



To View Transaction History:
From Main Menu Screen **click on**
"HISTORY"

- Transactions are listed from newest to oldest
- Use the arrows to toggle back & forth between days.
- For Details: Tap on the individual transactions to view the receipt screen.
- To see more reports go to myDoubleUp.com

Void a Double Up Transaction

History can also be used to void a transaction.

1. From main menu select "HISTORY"
2. Click on the transaction that needs to be voided.
3. This will bring you to the receipt screen.
4. On the receipt screen, select the orange "VOID TRANSACTION" button (bottom left)

DOUBLE UP CARD: TIPS & FAQ

AUTOMATICALLY LOAD CARD (EARN) AFTER NEW CARD SIGN-UP

You can set-up your app to earn automatically after New Card Sign Up (*cards don't need to be swiped twice!*)

1. Go to the Main Menu & click on settings (Gear symbol top right)
2. Click on 'REDIRECT TO LOAD CARD AFTER NEW CARD'
3. Click on 'YES'

REVIEW RECEIPT SCREEN IN ANOTHER LANGUAGE

To see the receipt in Spanish or Arabic, you can switch between languages. Depending on your device, either press on the arrow directly near the 'DONE' button or scroll the language options (near the bottom of the screen) up or down.

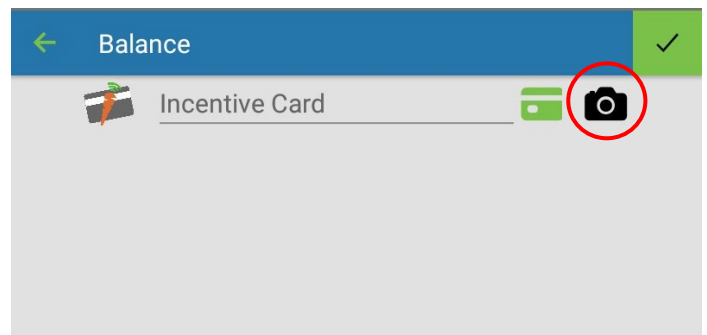
A SHOPPER ALREADY ENROLLED & NEEDS A DOUBLE UP CARD

Shoppers can create an account using [myFresh Wallet](#) app or online at [myDoubleUp.com](#).

Follow the 'REPLACE CARD' instructions in the app to provide a card for shoppers with a mobile app account.

USE THE CAMERA FUNCTION TO SCAN A CARDS OR DIGITAL CARD IN THE "MY FRESH WALLET" APP

1. Click on the camera icon (next to the card entry field – shown in the image to the right); a pop-up will appear
2. Make sure tablet is scanning in a brightly-lit location.
3. Scan Double Up Card: Line up the blue scanning box with barcode or QR code on back of card.
4. Scan EBT Card: Line up the blue scanning box with the EBT numbers on the front of the card.



BENEFITS OF THE MY FRESH WALLET APP FOR SHOPPERS

By creating an account profile at [myDoubleUp.com](#) or in the "My Fresh Wallet" App shoppers have access to the following benefits:

- View their Double Up balance
- Track their Double Up Transaction history.
- Find participating Double Up Card locations.
- Get Double Up news and updates.
- Access their Double Up Card.

Questions? Call the number on the back of the Double Up Card (866-586-2796)

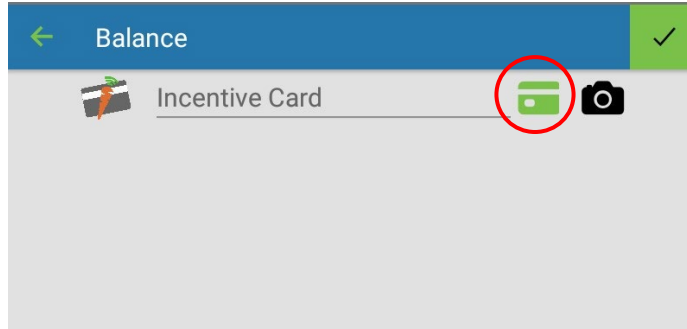
DOUBLE UP CARD: TIPS & TROUBLESHOOTING

ISSUES WITH APP OR TRANSACTIONS

- ✓ Check your internet connection - To complete transactions your device needs a stable connection to wi-fi or cell service.
- ✓ Check the card reader is connected.
- ✓ Check you have most recent app update

FOR TABLETS & PHONES: CONNECT THE CARD READER

- To check if the reader is connected, click on “BALANCE’ from the main menu screen.
- Check the card icon is green (image shown below). If it is green, you are ready to start swiping cards.
- If it is grey or red the reader is not connected.
 1. Unplug the Card Reader.
 2. Turn the headphone jack volume all the way up.
 3. Reinsert the card reader.
 4. Ensure volume is set to maximum.
 5. The card reader indicator should now be green.



DOUBLE UP REPORTS

To see detailed reports, managers and vendors can use the Double Up portal to view Double Up activity and sales at mydoubleup.com

TRANSACTION CORRECTIONS

If you have an issue with a sale, managers can use the Double Up portal to correct a transaction at mydoubleup.com

Need help? Send transaction corrections to Emily Case, ecase@fairfoodnetwork.org

Provide: Double Up Card Number, EBT Last 4-digits, Sale amount & Description of problem

DOUBLE UP CARD: RESOURCES & SUPPORT



SHOPPER APP: CHECK BALANCE

Shoppers can check their own balance!

By creating a mobile account profile, shoppers can check their account balance, view transaction history and get Double Up news.

Shoppers can complete an online or mobile account profile & check their balance 2 ways:

- Download **My Fresh Wallet** app (available in Google Play & Apple App stores)
- Online at myDoubleUp.com



SHOPPER SUPPORT & DOUBLE UP INFO

Shoppers can call the number on the back of their card with questions or issues:

Call us! **1-866-586-2796**

Email Us! info@doubleupfoodbucks.org

FIND DOUBLE UP INFO & RESOURCES: www.DoubleUpFoodBucks.org



TECH SUPPORT FOR SITES

EPIC Tech Support is available to help with Double Up equipment & software issues.

Call: 866-259-2934, ext.2

Great Lakes Data System Customers: Call your POS support vendor first.



ADDITIONAL SUPPORT FOR RETAILERS & MARKETS

For retailer or market support including Double Up supplies, equipment, or reporting questions contact us.

Emily Case, Incentive Technology Manager
ecase@fairfoodnetwork.org Call: 734.213.3999 x220

Charles Walker, Retail Specialist
cwalker@fairfoodnetwork.org Call: 313.605.9109

Ricardo Ortiz, Farmers Market & Direct Site Manager
rortiz@fairfoodnetwork.org Call: (734) 213-3999 ext. 111

