



## Basic Instructions for Info Booth Operations

(checklist of materials is at bottom of page)

### Set up

Give yourself 30 minutes before the market begins to:

- Set up the tent
- Set up the tables and chairs
- Put out the signs
- Organize the table
  - Shopping sheets are organized (on clipboards and numbered)
  - Info sheet sign-out is ready (where people put their names to claim a shopping sheet)
  - Flyers and promo materials are out (with cute UW Rocks (or paperweights) to protect against the wind)
  - A secure bag or envelope is available to immediately place receipts
  - Pens are available
- Turn on and check the machine to ensure it's operating

### Operations

#### Greeting shoppers

When a shopper approaches, be courteous and welcoming!

Ask shoppers if they're familiar with how the shopping sheet system works, if they say "yes" then have them sign out a shopping sheet and get shopping.

If they're unfamiliar with the shopping sheet system:

1. Explain that they can shop at all the markets using the sheet and then swipe their card just ONCE at the info booth when they're finished.
2. Explain that shoppers who are using SNAP/EBT will get BONUS Maine Harvest Bucks for every dollar they spend at the market\*\*\*\* (this way we tell everyone and don't need to assume who is/isn't using EBT)
3. Instruct them to sign their name on the sign out sheet and get shopping!

\*\*\*if SNAP and Maine Harvest Bucks catches their attention, be sure to talk more about the program. You never know when a shopper may use SNAP, or know other people or entities that may benefit. YOU, the info booth operator, are the face of the program at that market. It's your duty to inform the public as best you can about the program and direct them other resources when you cannot answer the questions.

Other resources include:

- Flyers and brochures on the table
- [Maineharvestbucks.org](http://Maineharvestbucks.org)
- Farmers involved in the program at your market
- The Maine Federation of Farmers' Markets ([mainefarmersmarkets.org](http://mainefarmersmarkets.org))

## Check-out time

Remember, be friendly and courteous!

1. Use a calculator and add up the subtotal in **both** categories (food and non-food)
  - a. (these categories only matter if they're using SNAP/EBT. Those folks can only use their SNAP for the food/ SNAP-eligible category).
2. (If using credit/debit) Ask the shopper if they'd like to donate a dollar to the low-income food access program. Don't pressure anyone (the majority of people say yes!). If they inquire, then put on your ambassador hat and tell them about Maine Harvest Bucks!
3. Enter the **total** into the machine, swipe their card. (someone at the market should train you on how to operate the machine, though they are very straight-forward these days).
4. Staple the merchant copy of the receipt to the customer's shopping sheet.
5. Store the receipt & shopping sheet in the receipt envelope. (this is CRITICAL)

## End of Market

1. **Run the Batch Report on your machine**- when the market is finished and no more transactions will be processed, someone needs to run the batch report on the machine. This is how you submit all the charges for the day. Otherwise, the market doesn't get any of the payments you just took. **THIS IS CRITICAL.**
2. **Give shopping sheets to the designated person.** This varies market by market. Someone does the record-keeping at the end of the market day, and they need the shopping sheets so they can crunch the numbers and ensure every vendor gets paid.
3. **Pack up!**

## Info Booth Checklist

- Table and tablecloth
- Tent
- Weights (for tent)
- Wireless terminal (must be charged the night before)
- Info booth toolkit
  - Maine Harvest Bucks vouchers (stored securely at all times)
  - Receipt paper
  - Pens
  - Paperweights
  - Stapler
  - Clipboards (1 for sign-out sheet)
  - calculator
  - Market brochures
  - Maine Harvest Bucks rack cards or brochures
  - Shopping sheets and mini-clipboards (4-8 clipboards)
  - Sign out sheet for shopping sheet (in case folks don't pay)
  - Transaction logs
  - Manual SNAP vouchers (with instructions for use)
  - WIC farmer list
  - Bag or box to collect and secure receipts;
- Sandwich board signs
- Banner

## Optional Ideas

- Camera & Photo release so you can use customer photos
- Market swag for sale
- Newsletter signup sheet
- Raffle items for fundraising
- Games or treats to entice shoppers to engage with booth.