

Outreach & Promotion Tips & Resources

Thanks to the collaborative efforts of the Maine Local Foods Access Network, you will see more MHB promotional & outreach efforts happening on a regional and statewide level. That said, each market is still responsible for reaching out and promoting their SNAP/MHB programs within their community. Here are some tips and resources to make that easy and effective.

5 tips:

1. **Plan ahead:** Set some outreach goals for the season. Input from community and market members will help you set reasonable goals.
2. **Keep it up:** Season launch promotion is great but there needs to be a regular message sent to SNAP customers as a reminder about your market and MHB, especially since people come on and off the SNAP program every few months. For example, repeat the print material distribution route a few times, include MHB information in every market press release, and continue to post about MHB on Facebook and in your market newsletter.
3. **Delegate / engage volunteers:** Parse off smaller pieces of the overall outreach/promo plan to multiple market vendors and/or community volunteers. Perhaps there's a vendor who has more time in April than August or vice versa; use the time that folks can offer.
4. **Partner for efficiency:** Connect with local organizations that can help spread the word on behalf of the market and/or bring relevant educational activities to market, such as SNAP Ed (www.mainesnap-ed.org) or Cooperative Extension (extension.umaine.edu).
5. **Clear and kind:** Make sure that all market volunteers and vendors know how the program works and how to talk about it in a clear and kind way to ensure a positive customer experience! Good on-site signage about SNAP and MHB helps with this too.

Consider this a comprehensive checklist (though we're certain that there is more that can be done!) of all possibilities for outreach and promotion. Obviously, you don't need to do everything on this list, but choose one or more in each category and commit to making them happen at regular intervals throughout the season.

- On-site signage**
 - Clearly marked info booth / central terminal
 - Simple take-away information available at booth (flyer, rack card), including list of vendors who accept WIC checks
 - Vendor stall signage for MHB and WIC
- Word-of-mouth**
 - Info booth volunteers / staff have clear program language (practicing this language is key!)

- Vendors are well-informed about MHB/SNAP and any program changes
- Customers are encouraged to spread the word (consider a “bring a friend” MHB bonus)
- Activities & Education**
 - Set a schedule of activities (including cooking demos, market tours, kids’ programs, etc.) and use this calendar of events as a promotional tool
 - Connect with SNAP-Ed (www.mainesnap-ed.org) and/or Cooperative Extension (extension.umaine.edu) to bring educational activities to market
- Print material outlets & partners**
 - Keep track of a route for known spots around town where posters, flyers, and rack cards, etc. can be distributed. Include notes about hours of business and any specifics about what type and how many print materials.
 - Remember to include a line about SNAP/MHB on general market promotional materials not just those specifically geared to this program.
 - Are there any organizations / businesses in the community that might include a blurb about your market’s SNAP/MHB program in their own print materials?
- Online outlets & partners**
 - Make sure your market’s Facebook page “about” section, website, and e-news make mention of SNAP/MHB (and WIC while you’re at it!).
 - Make regular mention of SNAP/MHB on social media. Post the pre-made MHB graphics available on MFFM’s “Maine Harvest Bucks Resources” page, or create your own using an online tool such as canva.com. [Note: the expense of boosting a post that meet FINI/MHB promotional guidelines can be reimbursed by the FINI grant.]
 - Connect with area organizations that have newsletters, websites, and social media platforms where SNAP/MHB info could also be shared.
- Advertising (paid)**
 - Learn the ad options and pricing structure for local news outlets (newspaper, radio, TV)
 - Boost a Facebook post or create a Facebook advertisement
- Publicity (free)**
 - Submit press releases to the local news outlets, especially around the season launch or any special events. A MHB press release template will be available on MFFM’s “Maine Harvest Bucks Resources” page. Don’t forget to also make mention of SNAP/MHB (and WIC!) in general market press releases.
 - Seek opportunities to share about SNAP/MHB at relevant area events or via an interview on TV / radio.