



Double SNAP Dollars Outreach Checklist

Below is a list of ideas to help you advertise your Double SNAP program! Some activities cost money or take more time than others. Investing in outreach resources increases program participation. Only take on projects that you feel you can do successfully. Asking vendors, board members, and even customers to help spread the word is an easy way to expand your reach!

Have other ideas not listed below? Share them with us so we can add them here. Have fun!

- Reach out to community organizations** who provide resources/services to SNAP recipients. These organizations are usually happy to provide information about Double SNAP to their clients. Provide them with flyers or brochures. If using Facebook, “like” and “follow” these organizations, interact with their posts, and encourage them to interact with yours. Examples of organizations to work with include:
 - WIC, SNAP and other social service offices
 - Local food banks and soup kitchens
 - Public library
 - Senior centers
 - Health and nutrition agencies, including public health departments
 - Churches and other places of worship
 - Tribal organizations
 - Hospitals/health centers – Doctors, nurses, and dieticians can refer patients to the program
- Deepen relationships with community partners** by working with them on projects, such as offering free meals or taking time to talk to their clients about your market and Double SNAP Dollars.
- Communicate with nutrition program customers.** Double SNAP customers are the experts and can give you advice on where to advertise and even simple ways to improve the program (which is also a form of outreach!). They can also spread word-of-mouth advertising. Have flyers or postcards on the information table and encourage customers to bring them to their friends and family or drop them off at community centers or organizations they connect with.
- Create an [Abundant Montana listing](#)**, free for the 2021 season! **Abundant Montana is the go-to place to find local food, learn tips & tricks for using local food, and stay connected to our growing local food scene. By creating a listing, you’ll join over 500 buyers and sellers across Montana’s local food systems! To create or update an existing listing, visit the [Become a Listing Partner](#) webpage and select the “Farmers Market” form.** You can also receive a call to do a verbal entry. Schedule a time to complete the form verbally with Lindsay at ljanong@aeromt.org. Once the basic information is entered in the form, AERO or CFAC staff will create/update your listing, add any eye-catching photos that you can provide, and follow up with any questions.
- Ensure clear, prominent signage** at market information booth, with individual vendors, and in the general market area about forms of payment accepted, including Double SNAP Dollars information. Utilize the [Token Eligibility Sheet](#) so customers and vendors understand what can be purchased with EBT Tokens, and what can be purchased with Double SNAP Tokens.
- Partner with SNAP-ED* or EFNEP*** to offer cooking and nutrition classes at the market or provide Double SNAP Dollars vouchers to cooking class participants. Contact ian@missoulacfac.org if you would like to learn more about this program. Visit www.buyeatlivebetter.org for more information on SNAP-ED and EFNEP classes in your area.

These classes help customers make good use of their extra produce and can attract new customers. *SNAP-ED = SNAP education; EFNEP = Expanded Food and Nutrition Education Program.

- Facebook or other social media.** This year, the Community Food & Agriculture Coalition will be managing a Double SNAP Dollars Facebook and Instagram. Included in the post schedule are market spotlights, Double SNAP Dollars program information, recipes and more! Feel free to reshare as many of these posts as you would like, but we also encourage each market to create their own personalized social media posts. You can use the DSD Social Media Guide on the [Resources Page](#) for graphics to use as well as post wording ideas. Other post ideas include sharing what produce you have available, price ranges, recipes, and other helpful information. Consider posting about your market in community groups as well, such as Yardsale groups.
- Use your local newspaper.** Connect with reporters and encourage them to feature your market and Double SNAP program. Contact jenny@missoulacfac.org if you would like help getting a press release together!
- Public transportation advertisements.** Be sure to include all pertinent market info (where, when, what, payments accepted, etc)
- Market tours.** Offer market tours to help customers get familiar with the market shopping experience and how your nutrition programs work.
- Google Business account.** Set up a [Google Business account](#); it's FREE and will help people find you on the internet.
- Create a website.** Set up a website that provides market details, lots of pictures, and other resources your market may offer (recipes, harvest of the month tips, etc). Be sure to highlight Double SNAP Dollars.
- Contact your chamber of commerce, downtown association or local business development office.**
- Radio Spots.** (nonprofits often get discounted rates)
- Billboards.** (expensive but eye-catching)
- Utilize the [DSD Resources page](#), which includes flyers, handbills, brochures, social media kit, and more!