

# Marketing and Outreach Tools

## for Successful Nutrition Incentive Programs at Grocery Stores

- ◆ When launching nutrition incentive programs retailers will want to consider ways to achieve the highest customer participation and redemption.
- ◆ To do this, it's important to raise awareness throughout the entire customer's journey. This includes before they arrive to the store, as they walk through the store up, and ultimately their experience in the check out lane.
- ◆ This resource showcases examples used throughout the store & community to achieve success.
- ◆ In addition to these, make sure to speak to your GusNIP grantee about marketing materials they can provide and incorporate into your store's marketing plan.



**Store Front**



**Produce &  
freezer  
departments**



**Check out  
stands &  
customer service**



**Community**

There are several locations within a grocery store that will have a big impact on the way a shopper recognizes a nutrition incentive project and helps them **successfully** receive & redeem those incentives.

These are places where marketing and outreach tools are effective.

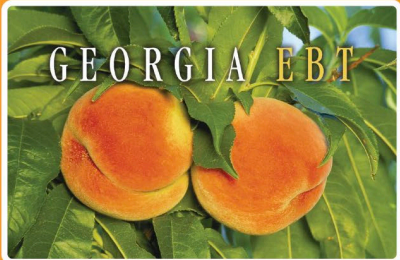
# Marketing & Outreach Tools


<b>Store Front</b>	<b>Produce &amp; Freezer Departments</b>	<b>Checkout stands &amp; Customer Service Area</b>	<b>Community</b>
Window Signs Banners	Posters Meter Boards Shelf-Talkers Specific promotion of eligible items & locally grown	Check Stand Signs Cashier Buttons Shopping Guides Survey Promotion Flyers Palm Cards	Flyers Door Hangers Infographics Social Media Word-of-Mouth

# Store Front

# Store Front: Window Signs

## We Accept & Double EBT



georgia   
fresh for less  
wwg

This program is brought to you in partnership with Wholesome Wave Georgia.

### HAVE AN EBT CARD?

## GET FREE VEGGIES & FRUITS



IT'S EASY WITH FRESH ACCESS BUCKS  
ASK A CASHIER FOR MORE INFORMATION!

# Store Front: Banners

**New for SNAP/EBT households • Nuevo programa de SNAP/EBT**

Every \$1 spent on produce - you'll get \$5 in rewards for more fresh fruits & veggies!

**FRESH5X**

¡Por cada dólar \$1 gastado en frutas y verduras, obtendrá \$5 dólares en recompensa para más frutas y verduras!

**SIGN UP TODAY!  
¡REGÍSTRASE HOY!**

A project of: 

Un proyecto de: 

**ONLY AT: Jalisco Market 9710 Edes Ave, Oakland**  
**SOLO EN:**



# Produce & Freezer Department

# Produce Department: Posters & Meter Boards





# Produce Department: General Info & Shelf Talkers



Magnet example below!



**HAVE EBT?**  
¿Tiene Ud. SNAP/EBT?

Get **FREE** fruits & veggies with **DOUBLE UP FOOD BUCKS**

Reciba frutas y verduras gratis con Double Up Food Bucks



# Produce Department: Item Eligibility



### Flourish YOUR Fridge

Here's a list of produce currently sourced from California. Flourish your fridge by adding more local goods to your meals. These items may change seasonally! This produce is automatically **discounted** when purchased with an EBT card!

Look for the green tags in the produce section.

Productos agrícolas cultivados en California con EBT

## 50% OFF

California-grown produce with EBT

Please leave us a review!



Scan here for our Yelp page

### Floreceer SU Nevera

Aquí hay una lista de productos que actualmente provienen de California. Florece tu frigorífico añadiendo más productos locales a tus comidas. ¡Estos artículos pueden cambiar estacionalmente! ¡Este producto se **descuenta** automáticamente cuando se compra con una tarjeta EBT!

Busque las etiquetas verdes en la sección producir.

Productos agrícolas cultivados en California con EBT

## 50% OFF

California-grown produce with EBT

Por favor, déjenos un comentario!



Busca aquí nuestra página de Yelp

## ¿Qué hay Disponible?

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## What's Available?

This California based program uses this white board style display to promote what is available to shoppers

# Produce Department: Identifying Locally Grown Items



# Freezer Department: Poster

**Buy frozen!**

**FROZEN BEANS**

WASHED AND READY TO EAT

520g

Frozen stays fresh for longer, saving you time and money!

frozen doesn't spoil!

d.c. central kitchen

**HEALTHY CORNERS**

# Produce Department: Coupons



# Checkout Lane & Customer Service Area

# Checkout Lane

**HAVE A BRIDGE CARD?**



**GET DOUBLE THE FRUITS & VEGGIES WITH DOUBLE UP FOOD BUCKS**



**USE HERE!**



**HAVE A BRIDGE CARD?**



**ASK US HOW TO GET FREE FRUITS & VEGGIES WITH DOUBLE UP FOOD BUCKS**



Cashier buttons



# Checkout Lane & Customer Service

## SAVE MONEY

### on Fruits and Vegetables

when you buy California-grown produce with your CalFresh/EBT card!

## AHORRE DINERO

### en frutas y verduras

en la compra de productos cultivados en California con su tarjeta de CalFresh/EBT



## SAVE WITH

# FOOD BUCKS

Promotion available for a limited time. Ask your cashier for details!

**50% OFF\***

\*Up to \$20/transaction




## AHORRE CON

# FOOD BUCKS

Promoción disponible por tiempo limitado. ¡Pregunte por detalles a su cajero!

**50% DE DESCUENTO\***

\*Hasta \$20 por transacción

## Usa CalFresh/EBT en Lucky 7 Supermarket?

### AHORRE DINERO EN 3 PASO SENCILLOS:

1. ¡Busque las etiquetas que identifican las frutas y verduras cultivadas en California!
2. Dígale a su cajero que aplique el descuento de Food Bucks.
3. Pague por frutas y verduras cultivadas en California con su tarjeta de CalFresh/EBT.

Ahorre 50% en frutas y verduras cultivadas en California (ahorre hasta \$20 por transacción).

¡Busque las etiquetas que identifican las frutas y verduras cultivadas en California!



Disponible en: Lucky 7 Supermarket, 398 S King Rd, San José, CA 95116

Para más información sobre Food Bucks, visite [thefoodtrust.org/foodbucks](http://thefoodtrust.org/foodbucks).





# Checkout Lane & Customer Service

## Flyers and Palm Cards



**NOW AVAILABLE AT  
WHEATSVILLE FOOD CO-OP!**



**RECEIVE 50% OFF DISCOUNT** On fresh or frozen fruits and vegetables (without added ingredients) when using your SNAP/Lone Star cards



**LOCATIONS ARE OPEN 7 DAYS A WEEK, 7:30 AM TO 11 PM**

- No purchasing limit.
- No matching cap.
- Shop like you normally would (no market dollars needed).
- Discount automatically applied at checkout.

**WHEATSVILLE FOOD CO-OP (NORTH)**  
3101 Guadalupe St., Austin TX, 78705  
Capital Metro 31st Street Station (NB)

**WHEATSVILLE FOOD CO-OP (SOUTH)**  
4001 S. Lamar Blvd., Austin TX, 78704  
Capital Metro Bus Brodie Oaks Station (NB)



Questions about Double Up Food Bucks?  
Call the Help Desk at:  
☎ 512-730-1807  
doubleupaustin.org



**YA ESTÁ DISPONIBLE  
en la tienda de comestibles  
WHEATSVILLE FOOD CO-OP!**



**RECIBA 50% OFF DESCUENTO** en frutas y verduras, ya sean frescas o congeladas (sin ingredientes añadidos) cuando utilice su tarjeta SNAP/Lone Star



**LAS UBICACIONES ESTÁN ABIERTAS 7 DÍAS A LA SEMANA 7:30 AM A 11 PM**

- Sin límite de compra.
- Sin condiciones.
- Compre como lo haría normalmente (no necesita los billetes amarillos).
- El descuento se aplicará cuando haga el pago, directo en las cajas de pago.

**WHEATSVILLE FOOD CO-OP (NORTE)**  
3101 Guadalupe St., Austin TX, 78705  
Capital Metro Ruta 31st Street Station (NB)

**WHEATSVILLE FOOD CO-OP (SUR)**  
4001 S. Lamar Blvd., Austin TX, 78704  
Capital Metro Ruta Brodie Oaks Station (NB)



¿Tiene preguntas sobre Double Up Food Bucks?  
Llame a nuestra línea de asistencia:  
☎ 512-730-1807  
<http://es.doubleupaustin.org/>

# Checkout Lane & Customer Service

## Flyers and Palm Cards

**DOUBLE YOUR SNAP/EBT BENEFITS WITH DOUBLE UP FOOD BUCKS**




**TWO LOCATIONS:**  
 4755 E Main St, Mesa, AZ 85205  
 7 N 114th St, Apache Junction, AZ 85120  
 Mon-Sat 7:30am - 7pm  
 Sunday 8am - 5:30pm

**Superstition Ranch Farmers Market**  
 Mesa | Apache Junction, AZ


**Step 1:** Look for the Double Up logo on fresh produce, dried beans, edible plants and seeds with no added ingredients.

**Step 2:** Use your SNAP/EBT card to pay for your groceries.

**Step 3:** Get a free voucher to pay for fresh produce dried beans, edible plants and seeds on your next visit.

**Earn up to \$20 per day - Voucher is a dollar-to-dollar match for eligible items purchased with EBT.**  
 Expires 30 days from date of print.  
 Any voucher balance following redemption will be issued as a new voucher. No refunds. Not redeemable for cash.



**DUPLIQUE SUS BENEFICIOS SNAP/EBT CON DOUBLE UP FOOD BUCKS**

**DOS LOCALES:**  
 4755 E Main St, Mesa, AZ 85205  
 7 N 114th St, Apache Junction, AZ 85120  
 Lunes a Sábado de 7:30am a 7pm  
 Domingo de 8am a 5:30am

**Superstition Ranch Farmers Market**  
 Mesa | Apache Junction, AZ

**Paso 1:** Busque el logotipo de Double Up en productos frescos, frijoles secos, plantas comestibles y semillas sin ingredientes añadidos.

**Paso 2:** Use su tarjeta SNAP/EBT para pagar sus compras.

**Paso 3:** Obtenga un cupón gratis para pagar productos frescos, frijoles secos, plantas comestibles y semillas en su próxima visita.





**Gane hasta \$20 por día: el cupón iguala dólar por dólar para artículos elegibles comprados con EBT.**  
 Caduca 30 días después de la fecha de impresión.  
 Cualquier saldo del cupón después del canje se emitirá como un cupón nuevo. Sin reembolsos. No canjeable por efectivo.



# Checkout Lanes & Customer Service

## ES FÁCIL: COMPRE CON FRESH ACCESS BUCKS

- 1 **Comprar VERDURAS Y FRUTAS**
- 2 **Por cada \$ 1 gastado con SNAP / EBT, igualaremos \$ 1 en FRESH ACCESS BUCKS**
- 3 **Obtenga hasta \$10 GRATIS en FRESH ACCESS BUCKS cada vez que compre con SNAP / EBT**
- 4 **Gasta tus FRESH ACCESS BUCKS en VERDURAS Y FRUTAS frescas ese día o en tu próximo visita**



1 + 1 = 2



## SE FASIL: FÈ MACHÉ AVEK LAJAN FRESH ACCESS BUCKS LA

- 1 **Fè maché avek kat pwogram SNAP/EBT a**
- 2 **Chak \$1 ki depansé avek kat SNAP/EBT a ap double de \$1 nan pwogram FRESH ACCESS BUCKS la**
- 3 **Genyen jiska \$10 gratis nan pwogram FRESH ACCESS BUCKS la chak fwa ou achte avek kat SNAP/EBT a**
- 4 **Depanse nan FRESH ACCESS BUCKS pou achte fwèch legim ak fwi kounie-a men m oubyen nan pwochen n fwa ou pwal fe mache**



1 + 1 = 2



## IT'S A SNAP: SHOPPING WITH FRESH ACCESS BUCKS

- 1 **SHOP with SNAP/EBT**
- 2 **MATCH every \$1 you spend with SNAP/EBT, we'll match \$1 in FRESH ACCESS BUCKS**
- 3 **GET up to \$10 FREE in FRESH ACCESS BUCKS each time you shop SNAP/EBT**
- 4 **SPEND FRESH ACCESS BUCKS on fresh vegetables & fruits that day or on your next shopping trip**



1 + 1 = 2



*Shopping Tips:*

**KEEP IT FRESH!** Visit the store weekly to get the best selection of produce

**TASTE!** Don't be shy, try new fruits & vegetables and discover new tastes to enjoy

**EAT LOCAL!** Look for Florida-grown for the freshest produce from local farmers

[WWW.FRESHACCESSBUCKS.COM](http://WWW.FRESHACCESSBUCKS.COM)

**QUESTIONS? CONTACT**

Sunflower Discount Market  
 1001 Palm Ave North  
 Fort Myers, FL 33903  
 (239) 995-0065  
[www.sunflowerdiscountmarket.com](http://www.sunflowerdiscountmarket.com)



# Shopping Guides

# Checkout Lanes & Customer Service

## Survey Signage



We'd Like To Hear From You!  
**SHOPPING WITH SNAP/EBT  
OR P-EBT AND FRESH  
ACCESS BUCKS?**

Complete Our Survey and  
Earn a \$10 Gift Card

The first 100 survey participants  
receive a \$10 Visa gift card.



**Instructions:**  
Open your phone's camera  
Hold your phone over the QR Code until  
a yellow frame appears  
Tap the notification to open the survey  
If the QR code doesn't work, go to:  
[bit.ly/3H6jqwC](https://bit.ly/3H6jqwC)

# Community Marketing Tools

# Cross-site Marketing

Often

**HAVE A BRIDGE CARD?**

Bridge Card

**GET DOUBLE THE FRUITS & VEGGIES WITH DOUBLE UP FOOD BUCKS**

**GROCERY STORES**

**FARMERS MARKETS**

1

2

3

Ask how Double Up works at your local store

Ask about Double Up at the information booth

Shop for fruits & veggies

Get your EBT and Double Up tokens

Pay with your Bridge Card and get Double Up Food Bucks to buy any fruits & veggies next time you shop

Use Double Up tokens to buy Michigan grown fruits & veggies

**TRY DOUBLE UP FOOD BUCKS TODAY!**

FAIR FOOD NETWORK MDHHS Michigan Department of Agriculture USDA SNAP

DOUBLE UP FOOD BUCKS IS A FAIR FOOD NETWORK PROGRAM

# Cross-site Marketing

**¿TIENE SNAP?**  
 Obtenga **MÁS** en frutas y verduras cuando  
 Usa **DOUBLE UP FOOD BUCKS TEXAS**



**COMPRE \$1 CON SNAP** ▶ **OBTENGA \$1 MÁS EN FRUTAS Y VERDURAS**

PARA ENCONTRAR UNA UBICACIÓN DE DOUBLE UP VISITE NUESTRO SITIO WEB O LLAME A LA LÍNEA DE ASISTENCIA  
 DoubleUpTexas.org/es | 512.730.1807

APOYAMOS AGRICULTORES LOCALES

**ASÍ ES CÓMO FUNCIONA DOUBLE UP**

EN MERCADOS AGRÍCOLAS		EN LOS SUPERMERCADOS
 VISITE EL PUESTO DE INFORMACIÓN	<p><b>¡EMPIECE AHORA!</b></p> <p>COMPRE CON SU TARJETA SNAP</p> <p>OBTENGA MÁS CON DOUBLE UP FOOD BUCKS</p>	 COMPRE FRUTAS Y VERDURAS ELEGIBLES
 COMPRE \$1 CON SU TARJETA SNAP		 PAGUE CON SU TARJETA SNAP
 OBTENGA \$1 MÁS EN FRUTAS Y VERDURAS		 Y PIDA SUS PUNTOS DOUBLE UP EN LA CAJA REGISTRADORA

¿Tiene preguntas? Visite enlance [DoubleUpTexas.org/es](http://DoubleUpTexas.org/es) o marque a este número, línea de asistencia bilingüe 512.730.1807



# Cross Site-Marketing



Get **DOUBLE** the fruits and vegetables with

## DOUBLE UP FOOD BUCKS!

Available at participating **FAREWAY** MEAT MARKET locations



Bring home more fruits and veggies with

## DOUBLE UP FOOD BUCKS!

Available at participating **FAREWAY** MEAT MARKET locations



**TIENES EBT/SNAP?**



**DUPLICA TU SNAP CON GOOD FOOD BUCKS**

ENCUENTRA UNA UBICACIÓN CERCA DE USTED EN [GoodFoodBucks.com](http://GoodFoodBucks.com)






# Door Hangers

**New for  
SNAP/EBT households:**

## FRESH5x

Every \$1 spent on produce -  
you'll get \$5 in rewards for  
more fresh fruits & veggies  
at your local corner store!



**SIGN UP TODAY!**  
In person or online  
[bit.ly/Fresh5x](http://bit.ly/Fresh5x)

A project of  
**USA PROGRESS INITIATIVE**

**ONLY AT:**  
**Jalisco Market**  
9710 Edes Ave, Oakland



**Have SNAP/EBT?**  
Get **FREE** fruits and veggies  
with Double Up Food Bucks!

Buy \$1 fresh fruits  
and veggies, get \$1  
**FREE** fresh fruits and  
veggies.  **Up to  
\$20 per  
day**

**¿Tiene Ud. SNAP / EBT?**  
¡Obtenga frutas y verduras gratis  
con Double Up Food Bucks!

Compre frutas y  
verduras frescas de  
\$1 con SNAP, obtenga  
frutas y verduras  
frescas de \$1 **GRATIS.**  **Hasta  
\$20  
por día**

**Je! Unayo SNAP/EBT?**  
Pata matunda na mboga za bure  
na ndoo za chakula cha Double Up!

Nunua matunda na  
veggies \$1 safi na  
SNAP, pata \$ 1  
matunda na **VITI VYA**  
**BURE** vya \$1.  **Hadi  
\$20 kwa  
siku**

# Infographics

## Georgia Fresh for Less

Save money when you use your EBT card / food stamps at participating farmers markets, farms, and produce retailers across the state

georgia fresh for less wwg

### There are two ways to shop with Georgia Fresh For Less

#### At Farmers Markets...

-  **1. Visit** the information booth when you arrive at the farmers market.
-  **2. Swipe** your EBT card for a desired amount to receive SNAP/EBT market tokens.
-  **3. Receive** EBT tokens to spend at the market. For every EBT token you receive, you will get an additional Georgia Fresh For Less token.
-  **4. Shop** with EBT tokens to purchase any SNAP-eligible items and your Georgia Fresh For Less tokens to take home locally-grown fruits and vegetables for free!

Tip - Tokens do not expire. Bring them back the next time you visit the market!

#### At Farms, Mobile Markets, and Brick-and-Mortar Stores...

-  **1. Shop** on-site for local produce.
-  **2. Pay** with your EBT card to purchase SNAP-eligible items, and receive a 50% discount on all locally-grown fruits and vegetables in your basket!



Learn more and find a participating site near you at [georgiafreshforless.org](http://georgiafreshforless.org)



New at Jalisco Market **FRESH5X** SNAP/EBT

**\$1 = \$5**

Every \$1 spent on fresh fruits & veggies with your SNAP/EBT card--you'll get \$5 in rewards to buy more produce\*

**STRETCH YOUR BUDGET**

Make your monthly SNAP produce budget go further!

Ex: \$10 = \$50 rewards  
\$60 = \$300 rewards

**MORE FOR GROCERIES**

You can put more of your monthly SNAP benefits toward milk, eggs, rice, beans & other essentials

**USE IT OR LOSE IT**

Your rewards expire at the end of the month--use them before they're gone!

\*Rewards cap at \$300/month


Sign up in person or online: **Jalisco Market** 9710 Edes Ave, Oakland [bit.ly/Fresh5x](http://bit.ly/Fresh5x)



# Social Media Posts

**Hy-Vee (300 10th St, Corning, IA)**  
September 6 at 2:00 PM · 🌐

Save MORE while eating healthier through the Double Up Food Bucks program, available at participating Hy-Vee stores! For every \$1 you spend on fresh fruits and vegetables with your SNAP EBT card, you will get \$1 in Double Up Food Bucks to spend on more fresh fruits and vegetables. Learn more here: <http://ms.spr.ly/6189jq39J>




**FREE**  
**FRESH FRUITS & VEGETABLES**  
with your SNAP EBT card.

**BUY \$1**  
IN FRUITS AND VEGETABLES  
↓  
**GET \$1**  
IN FRUITS AND VEGETABLES FREE  
ON YOUR NEXT PURCHASE

DOUBLE UP FOOD BUCKS

HyVee. USDA

Like Comment Share



**hvkidsfit** · Follow

**hvkidsfit** It's National Fruit & Veggies month! 🍎

Did you know your family can get a dollar for dollar match on your favorite Hy-Vee fruits and vegetables with Double Up Food Bucks? 🍌 Learn more at @iowahealthieststate!

12m

Be the first to like this  
12 MINUTES AGO

Add a comment...

# Social Media Posts

The screenshot shows a Facebook post from Manchester IGA. The post text reads: "Manchester IGA is proud to be the first traditional grocery store in Kentucky to participate in the Community Farm Alliance's Kentucky Double Dollars program. This program is designed to provide healthy food options to those in our community, who may be struggling in these challenging times, while also supporting local farmers. Visit <https://cfaky.org/.../healthy-commun.../kentucky-double-dollars/> for program details." Below the text is a promotional image for the "Kentucky Double Dollars" program, featuring fresh produce like cucumbers, strawberries, corn, and tomatoes. The image includes the IGA Manchester IGA logo and the text "KENTUCKY DOUBLE DOLLARS" and "Visit CFAKY.ORG for Program Details". The Facebook interface includes a navigation menu on the left with options like Home, About, Posts, Offers, Events, Jobs, Photos, Videos, Reviews, Services, Shop, Notes, Groups, and Community. The top navigation bar shows "Manchester IGA" and various utility icons. The right sidebar displays "Pages Liked by This Page" with entries for Clay County Sheriff's Office Man..., Southeastern KY News from The..., and Kentucky Wildcats. The bottom of the page shows a chat window and the footer with "Privacy · Terms · Advertising · Ad Choices · Cookies · More" and "Facebook © 2020".

# Social Media Templates



Most often, the grantee will provide their grocery partners with templates and tools that make it easy for grocers to share out through their social media channels.



# **Thank you to the following grantees for contributing marketing materials:**

Auburn University

Capital Area Food Bank for Curbside Groceries

City Green

City Harvest

Community Farm Alliance KY

DC Central Kitchen

Fair Food Network

Feeding Florida

The Food Trust

Iowa Healthiest State Initiative

Mandela Partners

Mid-Atlantic Regional Council (MARC)

Pinnacle Prevention

Saba Grocers Initiative

Sustainable Food Center

Wholesome Wave Georgia