

During the webinar we discussed considerations for implementing a program or service at your farmers market, including the audience, need, community partners, funding, and other necessary resources. This worksheet is meant to help guide you in your brainstorming process as you consider application to your own farmers market. Answer the questions honestly, take the time to think through the program and all the bits and pieces you will need to complete for a successful program. You can also apply this process to an existing program or service at your market to evaluate whether it is meeting your perceived audience and their needs, as well as whether it is undercapitalized or needs additional resources to maximize impact in the community.

When you have completed this brainstorming process you will have all the information you’ll need to put together a plan to implement a new, or enhance an existing, program or service at your market. This is the last section of this homework.

1. Identify at least 3 potential programs or services for your market based on the needs of your customer base.

|  |  |  |
| --- | --- | --- |
| Program or Service | Identify Audience (these are distinct groups of people you are looking to engage with at your market, i.e. senior citizens, families with young children, young professionals, SNAP population, etc…) | What need does it fill for your customers? |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |

1. For each of the programs or services listed above, identify a potential sponsor or partner within your community, why your chose them and what you would expect them to bring to the program or service; such as funding promotions, volunteer staffing, administration, etc.

|  |  |  |  |
| --- | --- | --- | --- |
| Program or Service | Potential sponsor/partner | Why they would make a good partner | Expectations |
| 1 |  |  |  |
| 2. |  |  |  |
| 3. |  |  |  |

1. What would the market’s responsibilities to each of these programs? How will they each fit in with your market’s resources?

|  |  |  |  |
| --- | --- | --- | --- |
| Program or Service | Market’s responsibility | Available Market funding resources toward program | Available Market staffing resources toward program |
| 1 |  |  |  |
| 2. |  |  |  |
| 3. |  |  |  |

1. What are your anticipated outcomes to the market for each of the programs? This could include increased awareness, increased sales, increased customer traffic, etc… but it should make sure to be tied back to the “need” you identified in Q1.

|  |  |
| --- | --- |
| Program or Service | Anticipated outcome to the market |
| 1 |  |
| 2 |  |
| 3 |  |

1. Now choose 1 program or service from above and map out the planning process, with a timeline. Once you have completed this, you should have a complete plan, ready for implementation in your market.

Be sure to include:

* 1. Outline the stages of the program from start (planning) to finish (implementation). How long do you need to complete the program?
  2. How many people will you need to help you? What will be their role(s)?
  3. What resources (other than people) and/or partnerships will you need in order to successfully implement this program? How much money will you need? What’s the program’s budget?
  4. What kind of promotions will you need?
     1. Consider all types of promotions – including print (flyers/ads), tv/radio, social media, etc…
     2. Will you put the promotions together or will you have someone else do it?
     3. How much money will promotions take? How will you make money (if necessary)?

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