

FRESHLINK AMBASSADORS

Planning Your Program & Preparing Your Budget

June 2020

The FreshLink Ambassador program has been developed to provide a successful framework for your program. As you move forward in developing your program's budget, we encourage you to consider three key aspects:

Support & Supervision

Outreach & Engagement

Worker Classification

Planning Considerations

Clarifying your program's level of support and available resources for these key categories will provide structure for your program as you determine your program expenses.



Support & Supervision

- If funding is available, a full-time program coordinator can focus on recruitment, training, and program oversight of up to four (4) FreshLink Ambassadors.
- Alternatively, a seasonal facilitator can support up to four (4) FreshLink Ambassadors during the active market season, to coordinate participation at partner-led events, provide oversight during events, and mentor Ambassadors.
- Training costs are not included in this sample budget. You may consider outsourcing this service, as the cost of developing your own training will outweigh the benefits. Your program coordinator or facilitator should complete the FLA training.



Outreach & Engagement

- Throughout the pilot program, community outreach events took place within one (1) mile of the participating farmers' market.
- The redemption rate of coupons distributed by Ambassadors ranged between 11% and 13%. For example, 1,000 distributed coupons resulted in an average of \$130 in reimbursements to participating farmers' markets.



Worker Classification

- The FreshLink Ambassadors program is dedicated to providing a fair wage (\$14/hr.) to all Ambassadors.
- Typically, an Ambassador can participate in up to 10 events per month throughout a 3-month season, resulting in 45 hours of work per Ambassador each season.

Qualities of a Successful FreshLink Ambassador

Each FreshLink Ambassador brings unique skills and experiences to the role. Successful Ambassadors are those individuals with a natural ability to connect with community members of various backgrounds, promote the value of a local and vibrant farmers' market, and create a welcoming environment for customers when arriving at the market.

Budget Considerations

The following considerations may assist you in planning your program, based on the initial recommended budget of \$30,000 to support a 3-month FreshLink Ambassador program.

Alternative Approach



FreshLink Ambassador Approach

- One (1) half- or full-time program administrator
- Fewer number of events and total coupons distribution
- Volunteer, stipend volunteer or Independent contractor



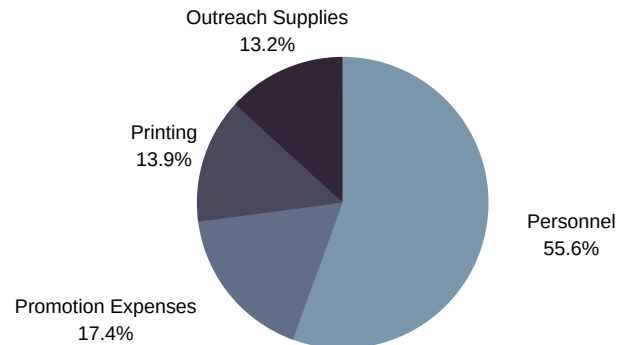
- One (1) program administrator, one (1) facilitator & one (1) Data manager
- Numerous events and total coupons distribution
- Hired FreshLink Ambassadors

Total Budget

\$30,000

Personnel

Administrative staff (1)	\$ 8,000
Ambassadors (4)	\$15,600
Promotion Expenses	\$ 2,500
Printing	\$ 2,000
Outreach Supplies	\$ 1,900



Don't Do This Alone: Find Partners

The FreshLink Ambassador approach is designed to increase funding opportunities at the local, state, and national level, which is one of the interventions promoted by the GusSchumacher Nutrition Incentive Hub (NTAE). Invite like-minded organizations to partner in this impactful venture that is working to improve food security and access to fruit and vegetables. Healthy partnerships can effectively share costs, improve the programs' reach and effectiveness, while also strengthening the quality of your application for state and federal grants.

Potential Partners

- SNAP office
- Gus Schumacher Grantees*
- SNAP-Ed program
- University extension programs
- Social service agencies such as job and family services
- NGOs promoting access to nutritious foods
- Healthcare systems including hospitals and Federally Qualified Health Care centers

*Previously known as FINI

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