

Supporting the Market:

- Vendors
- Volunteers
- Sponsorships
- Friends



Sponsored by the



History

- Spring 1982 Learning Connection class
 - Connie Wempe & Bill Hanlon
- Steady Growth over 20 years
 - \$4K (1982) to \$49K (2002)
- Rapid acceleration in past 6+ years
 - >\$87K (2009)

Market Basics – Time & Place

- Season begins first Saturday in May 8 a.m.
- Wednesday markets begin in mid-June 5 p.m.



- Downtown parking lot w/ permanent kiosk

Special Events

- Homegrown Celebration - July
- Harvest Fest – October
- Cooking Demos
- Tastings
- Cookoffs
- Hot Food Fundraisers
- Live Music



People of the EFM

- 100s of Shoppers
- 67 Vendors
- 26 FotEFM
- 23 Volunteers
- 10 Veggie Valets
- 5 Sponsors
- 1 Half-time Employee



VOLUNTEERS

- Board Members
- Farmhands
- Veggie Valets
- Event-Specific
 - Demonstrators
 - Guest Chefs
 - Master Gardeners
 - Others...



Volunteer Duties Include:

- Assist at the kiosk before and during market
- Check in vendors, collect fees, etc.



Volunteer duties include:

- Vision Cards
- Abundant Harvest/Rescue Mission Donations
- 628 hours in 2009



Volunteer Recruitment

- Board Members
- Informational tabloid
- Email Newsletter
- Press Releases
- Ask, ask, ask



Volunteer Application

EMPIRIA FARMERS MARKET Volunteer Application

Contact Information

Name (First & Last) _____

Phone Number _____ City _____ State _____ Zip _____

Home Address _____ City _____ State _____ Zip _____

Phone number _____ email _____

Best way to contact you _____ Best time to contact you _____

Are you 18 years or older? _____

References

(List the names of three persons you are not related to, whom you have known at least one year.)

Name _____ address _____ phone _____ email _____

1. _____

2. _____

3. _____

Do you agree to a background check? If so, include your SSN and date here:

SSN _____ Signature _____ Date _____

Times available to work the market:

_____ Saturdays, 7 a.m. to closing _____ Wednesdays, 4 p.m. to closing

Months available to work the market:

_____ May _____ June _____ July _____ August _____ September _____ October

Veggie Valets

- Logan Ave 4-H Club
- Assist shoppers
- Community service project



Sponsorships

- Show commitment to local interests
- General
 - Levels from \$100-\$2,500/year
 - A variety of benefits
- Special Events
- Trailer, Website
- Winter Market



Obtaining Sponsors

- Brochure to leads
- Chamber of Commerce/ Main Street
- Informational tabloid
- Ask, ask, ask



Friends of the Market

- Levels from Individual (\$20/year) thru Life (\$1000)
- Tax deductible
- Voting rights at annual meeting



FotEFM App



Recruiting Friends

- Board Members
- Informational Tabloid
- Email Newsletter
- Press Releases
- Ask, ask, ask



Contact Information

- Tracey Graham, manager
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