

## Centreville Farmers' Market Volunteer Opportunities



When it comes to likes on social media platforms farmers' markets rank right up there. The reality is that nothing beats actually coming out to the market and purchasing from a local farmer or producer.

The Centreville Farmers' Market has made great strides, but in order to continue to build a stronger market it needs more volunteers. Volunteers shape market policies, email and recruit market vendors, and help promote the market. Onsite and at-home tasks are available.

### Board volunteers

Currently there are four volunteers on the board. We'd like to build this out to 10 to 12 members. Board volunteers meet periodically mostly by Zoom. The Board plans and makes policy decisions on how the Market operates, recruits and hires the Market Manager, weighs in on the Market budget, helps recruit vendors, and pitches in onsite as needed.

### At-home and onsite volunteers

There are a number of important Market tasks that can be completed from the comfort of your home, making it a perfect scenario for someone who wants to give back to their community, but already juggles a lot at home, work or both!

**At-home volunteer tasks** include, but are not limited to:

- Working with the Market Manager to follow up on farmer/producer inquiries;
- Making follow up phone calls or emailing vendors who received a Market application, but haven't responded yet;
- Emailing the setup map (supplied by the Market Manager) to the farmers/producers prior to the week's Market.

**Onsite volunteer tasks** include, but are not limited to:

- Assisting the Market Manager with opening/closing the Market, i.e. hanging Market banners, closing off the street, helping farmers/vendors off load and set up so they can remove their vehicles from the street;
- Assisting the Market Manager with gathering records such as shopper counts and farmer/producer sales;
- Assisting the Market Manager and leading activities for Market special events.

### Communications/marketing volunteers

The Market has only scratched the surface when it comes to promoting the Market. We need to build a team of volunteers to develop and implement diverse communications vehicles, including, but not limited to:

- Creating email marketing newsletters;
- Distributing market information to church bulletins and other community sources;
- Creating and posting on the Market's social media channels (Facebook and Instagram) and developing new vehicles such as Next Door;
- Working with the Market Manager to develop a schedule of paid Facebook ads.

If we can build out a corps of communications volunteers, each volunteer can focus on a particular vehicle that matches with their skills, interests and time constraints.



**To get started: Sign up on the clipboard which matches up with your interests.** For more info, contact Jennifer Moore at [jmooreprs2007@gmail.com](mailto:jmooreprs2007@gmail.com) or (410) 708-0151 or [mainstreet@townofcentreville.org](mailto:mainstreet@townofcentreville.org) or (410) 758-1180, ext. 17.