

# NON-PROFIT PARTICIPATION GUIDELINES

(Sept 2018)

## OVERVIEW

The purpose of this program is to enable non-profit community organizations to interact with and educate our community about their organization, programs, project, and/or event.

- Participating in the Market is a very powerful and unique educational opportunity.
- We've provided over 1000 opportunities for non-profits to attend over our history.

## BASICS

Cost - There is **no** charge for this type of booth.

Frequency – A possible frequency is 3-4x/ season.

- Typically it would be spread out over our 3 seasonal quarters.
- The attendance might be concentrated, if it is advance promotion for a specific event.

We give greater preference to non-profits based on:

- The scope of the organization's mission (e.g. 'Red Cross' vs 'Hemophiliac Association').
- Size of the population they serve (e.g. 'Humane Society' vs 'Save the Dachshunds').
- The strength of the booth staffing and presentation.

The determination of subsequent frequency may be made based on an assessment of the initial visit.

## ELIGIBILITY

- Eligible Organization Types – The following are examples of acceptable non-profit organizations.
  - Human Service
  - Cultural Arts
  - Health
  - Environmental
  - Education
  - Government
- Ineligible Entities– The following types of organizations are not eligible.
  - a) Any political or religious activity. We honor and respect all political and religious orientations by supporting none at Market.
  - b) Student organizations, or Boy Scout or Girl Scout troops.
  - c) Girl Scout cookie sales or other national organizations supported through sales of items
  - d) Marketing for private or public schools, colleges, and private programs
  - e) Fundraising by an individual/ team for an event such as a cancer walk.

## ACCEPTABLE & UNACCEPTABLE ACTIVITIES

- Donations – Donations can be solicited for the organization.
- Sales/ Fundraising - Non-profits are allowed to fundraise through the sales of pre-approved products.
  - The sale or free distribution of free products must be specifically disclosed, and approval given.
  - We do not allow sale of product types that are in competition with our vendors.
- Information Distribution – Distributing literature outside your booth area is strictly prohibited!
- Advocacy - Advocacy or political activities are not allowed (even if we think it's a great cause!).
  - Examples include: petition signing, election campaigning, or promoting specific political positions.
  - The Steering Committee makes the final determination of what is considered a political activity.
  - Advocacy activities can take place off the Market.
    - o The best place for these to occur is across the street from the following 3 Market entrances: (1) the corner of 1st St and 1st Ave S (2) 2<sup>nd</sup> Ave S at 1<sup>st</sup> St (3) Beach Drive at 1<sup>st</sup> Ave SE.

## APPLICATION PROCESS

- Application - Prospective participants should send a description of the proposed booth including:
  - The purpose of your organization. A website link is acceptable, if it contains the information.
  - What activities you will conduct in your booth (handing out materials, requesting donations, doing a demonstration, etc.)
  - How your booth is designed (e.g. signage, layout, info materials).
  - Any prior experience in informational vending.
  - When you wish to attend.
- Approved Activities - Any activities which were not specifically applied for and approved are not allowed.
- Timing -- Due to high demand, available spaces are typically booked at least one month in advance.. Submit your application far enough in advance.
- Submission - Proposals should be submitted by email to ... [saturdaymkt@yahoo.com](mailto:saturdaymkt@yahoo.com) .
- Approval - The Market Steering Committee is responsible for making the final decision about participation. We reserve the right to not accept a request from a non-profit.
- Notification - Once approved, you'll receive an emailed confirmation of the date(s) that you are scheduled.
- Legal Agreement - The organization must bring a signed copy of the 'Non-profit Vendor Agreement' to their first attendance at the market. The Agreement is part of the 'Market Operations Guidelines' document.

## BOOTH DESIGN & OPERATIONS

- Initial Evaluation - Our evaluation of the booth setup, staff behavior and customer response will determine the frequency with which the organization will be eligible.
- Equipment - The Market provides the space, tent, and a table free of charge. You must bring your own chairs.
- Booth Design – Given how busy the Market is, booths need to be well designed and eye catching in order to draw people in.
  - Booths must have at least one sign that can be clearly read from 8 feet away indicating the purpose of the booth. It is not acceptable to just have literature on a table.
  - Organizations with poor displays (e.g. poor materials, signage, etc.) may not be invited back.
- Booth Staffing – The individuals staffing the booth should appear professional, and be friendly and outgoing.
  - We recommend that one staff member be standing to engage customers at all times.
- Operations Guidelines - All participating staff and volunteers should be given a copy of the Non-Profit Operations Guidelines. It is critical that they carefully read the Guidelines in advance attending!
  - The Guidelines are available in the Non-profit section of the Market [website](#).
  - The Guidelines describe details including setup, operations, breakdown and weather protocols.

## SCHEDULING

- Advance Requests – Requests for a date should typically be made at least 8 weeks before the desired date to optimize the chance for approval.