



How to...

Flyer!

Flyering is an effective way to promote your market within a neighborhood. Set aside several hours and be pro-active and persistent while you flyer. The best market advertisement is the same flyer or poster seen over and over on different storefront windows.

Equipment:

Your market's half-page flyers
Your market's poster
Tape

Partner:

No partner necessary, but it can be nice to team up with someone.

What to do:

Office-

1. Your regional coordinator will give you color copies of your market's half-page flyers. You will need a good-sized stack.
2. Make 10 color copies of your market's poster.
3. Create a flyering plan. Find out which avenues in the neighborhood receive the most foot traffic-- these will be the streets with the most number of storefronts and restaurants. Decide how many blocks you'll walk down this avenue before switching to a parallel street and walking back. Find out if there's a library in the neighborhood or other community center where you might drop off flyers.
4. Be sure to look in your Market Contacts spreadsheet on the Grouch to see if previous managers have left any flyering tips.

Event Day (in your market's neighborhood)-

1. Wear your Greenmarket shirt. Walk down the neighborhood's main avenue and enter ANY business that might let you tape your flyer on their window. Places that are often flyer-friendly:
 - a. Dry-cleaners
 - b. Local cafes
 - c. Local bodegas, especially if they don't sell produce
 - d. Day-care centers
 - e. Real-estate offices
 - f. Chinese or other take-out restaurants
 - g. Salons
 - h. Boutique stores

2. Have a short, friendly, and planned dialogue ready upon entering. “Hi, I’m trying to promote the neighborhood farmer’s market that’s opening soon (or just opened up). It’s right down the street from here. Do you mind if I hang a small flyer to help us get the word out?”
3. Be assertive. Don’t be afraid to enter a business and ask; the worst they can tell you is “No.”
4. Another key place to hang flyers is large apartment complexes. Walk through the first front door (typically unlocked) and tape a flyer next to the doorbell buttons. Or ask the super or security if you can hang one. Do this in as many apartment buildings as your allotted flyering time allows! Again, the worst that can happen is that someone asks you to not hang your flyer.
5. Stop into all cafes and leave small stacks of flyers in the allotted “community space.” If they have a corkboard, hang your flyer there.

Post Event –

1. Enter into your Market Contacts spreadsheet on the Grouch all the businesses that let you tape a flyer to their window. Enter them as “Local Biz.” If you don’t know their exact address just approximate, and under the Comments column, simply write “let me hang a flyer.”
2. Go back and re-flyer a few weeks later, even if you don’t feel like it. Flyering really is one of the most effective ways to advertise.