



WELCOME TO THE COMMUNITY TENT

MAKE THE MOST OF YOUR TIME AT SWEFM!

Thank you for joining The Southwest Edmonton Farmers' Market in our Community Tent! The Community Tent is home to hard-working community organizations every week and is our way of helping you reach members of our community face-to-face. We want your time in the Community Tent to be as successful as possible, so please review our tips and tricks below and don't hesitate to contact our Market Manager at swefm.manager@gmail.com with any further questions!

TIP #1: FUN AND GAMES

Our guests love a good game, especially the kids! Capture the attention of market-goers by featuring a simple game, draw or activity in your tent. Once you've engaged them, provide them with verbal and printed information about your organization so they can read about you once they get home!

TIP #2: COME EARLY

Our market runs from 4:00-7:30, but we have plenty of guests looking to interact with you before they do their shopping! Come at 3:30 p.m. to give yourself the time to set up your materials, introduce yourself to the market manager, and get a head start promoting your organization!

TIP #3: YOU DECIDE WHAT'S FRESH

Every week, we publish a "Market Fresh Sheet" on our blog. The Fresh sheet includes information about the market that week and our Community Tent hosts! Let us know what you would like to highlight about your organization by the Sunday prior to your booking to ensure we have the correct information.

TIP #4: TWO'S COMPANY

Be sure to have two or more volunteers manning the Community Tent. With more than one representative, each volunteer has the opportunity to shop the market, take a bathroom break or have longer chats with members of the community. The organizations that are most successful at market bring 2-3 representatives.

TIP #5: FORGET-ME-NOT

Having printed information and promotional materials will engage guests at the market and will help remember you once they get home. Promotional materials don't have to be extravagant; handbills, stickers and temporary tattoos are all great. Be sure to include contact information so guests can reach you!

TIP #6: STAND UP FOR YOUR CAUSE

In our experience, the most engaging hosts of the Community Tent are those who don't make much use of the chairs! Standing at your table makes you more visible to guests and creates an engaging presence to capture the attention of those walking by. Remember Tip #4 and take shifts on your feet!

TIP #7: EXPAND YOUR HORIZONS

Be sure to take the time and walk the market to promote your presence at the Community Tent and your organization's programs. You are more than welcome to hand out promotional material non-aggressively throughout the market and direct people to your table at the Community Tent.

TIP #8: BE WEATHER SAVVY

Our market runs rain or shine, and so does the Community Tent! Make the most of whatever Mother Nature throws your way by coming prepared- whether that's with sunscreen and water or rain gear and hot chocolate! Remember to check the forecast before you leave for your market day and bring extra clothes!

TIP #9: CALL TO CANCEL

If you for any reason need to cancel your time at the Community Tent or are running late, please immediately call our Market Manager at 780-868-9210. Please note that due to the popularity of the Community Tent, we may not be able to reschedule your booking in the current market season.