

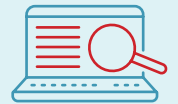


## How to Start a SNAP Incentive Campaign

When deciding whether to pursue a SNAP incentive campaign, there are a number of questions to ask and things to consider. Consult this step-by-step guide to explore whether to pursue a SNAP incentive campaign.

### STEP 1

#### Do a little research



#### 1A. Does your state or locality have a SNAP incentive program?

- ▶ If yes, is it publicly funded?
- ▶ How much did the state/locality last appropriate and when?

#### 1B. Who is administering the program?

#### 1C. Does the program align with the allowable models (outlined below)?

- ▶ **Fruits and vegetables for fruits and vegetables:** SNAP participants purchase fruits or vegetables using their SNAP benefits and then receive incentives that are redeemable only for the purchase of fruits or vegetables.
- ▶ **Any SNAP-eligible food for fruits and vegetables:** SNAP participants purchase any SNAP eligible food using their SNAP benefits and then receive incentives that are redeemable only for the purchase of fruits or vegetables.

- ▶ **Fruits and vegetables for any SNAP-eligible food:** SNAP participants purchase fruits or vegetables using their SNAP benefits and then receive incentives that are redeemable for the purchase of any SNAP-eligible food.
  - Eligible fruits and vegetables are defined as “any variety of fresh, canned, dried, or frozen whole or cut fruits and vegetables without added sugars, fats, or oils, and salt (i.e. sodium)” in the Gus Schumacher Nutrition Incentive Program grant program (see: 7 USC §7517)
  - SNAP-eligible foods encompass almost any food or beverage item without restrictions on specific ingredients. Please visit [fns.usda.gov/snap/eligible-food-items](https://fns.usda.gov/snap/eligible-food-items) for more information about what foods may be purchased with SNAP benefits.

## STEP 2

Connect with the organization that is administering the program to assess how additional appropriations could be implemented.



**2A.** Ask whether the program is meeting the needs of the state/locality or if there are opportunities to increase access to SNAP incentives.

**2B.** Find out what the organization could do with additional appropriations.

- ▶ Increase the number of participants?
- ▶ Increase the benefit amount participants receive?
- ▶ Expand to new farmers markets?
- ▶ Expand from just farmers markets into grocery stores?
- ▶ Expand the number of grocery stores?

**2C.** Does the program need more infrastructure to be able to expand the program?

- ▶ If so, what does it need?

**2D.** How much would it cost to expand the program?

- ▶ How much money could the program accept in order to expand? And why the limit?

**2F.** Does the program have potential partners who would join the state or locality in supporting expansion?

**2G.** Describe the program's five biggest champions (these could include customers, produce vendors, healthcare partners, funding partners, etc.).

- ▶ What is the likelihood they would make public demonstrations of support, such as presenting testimony to the council/legislature?

## STEP 3

Assess the likelihood that the state/locality would appropriate resources.



**3A.** Is the appropriations ask reasonable for the state/locality's fiscal circumstances?

**3B.** If you are expanding to new farmers markets, do you have local farmers on board with the campaign?

**3C.** If you are expanding to grocery stores, do you have local businesses on board with the campaign?

- ▶ Expanding to grocery stores will also require a higher appropriations ask. Is this likely?

**3D.** Who might be champion decision-makers? Think of those who have helped similar programs in the past or expressed public messaging that is aligned and sympathetic to the need. Then assess if they are on an appropriate committee of jurisdiction such as agriculture, public health, or appropriations. Do you have any who meet both criteria? Meet with them to assess their willingness to support additional appropriations.

- ▶ Conduct the experiment backwards: Start with the chairs of committees of jurisdiction and assess their likelihood to champion the proposal. If you have more than two, that is a bright green light to advance.
- ▶ Approach your champions with the framework of a potential campaign message (determine if this is about expanding to more people, more districts, more farmers, etc.). Make clear who would benefit from the expansion.

## STEP 4

Visit the [SNAP toolkit](#) for resources and materials to begin your campaign!

