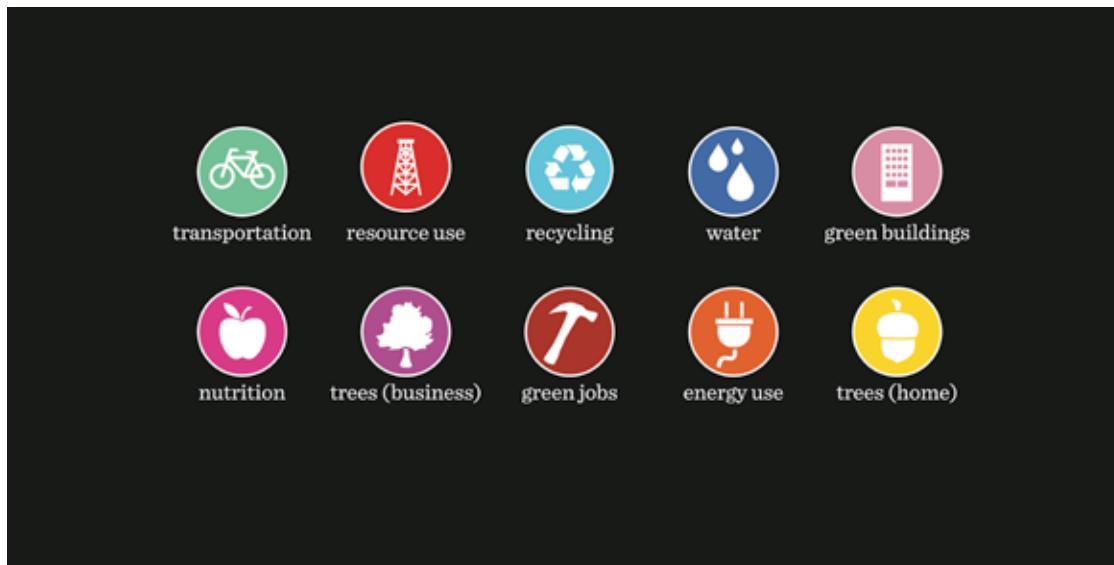
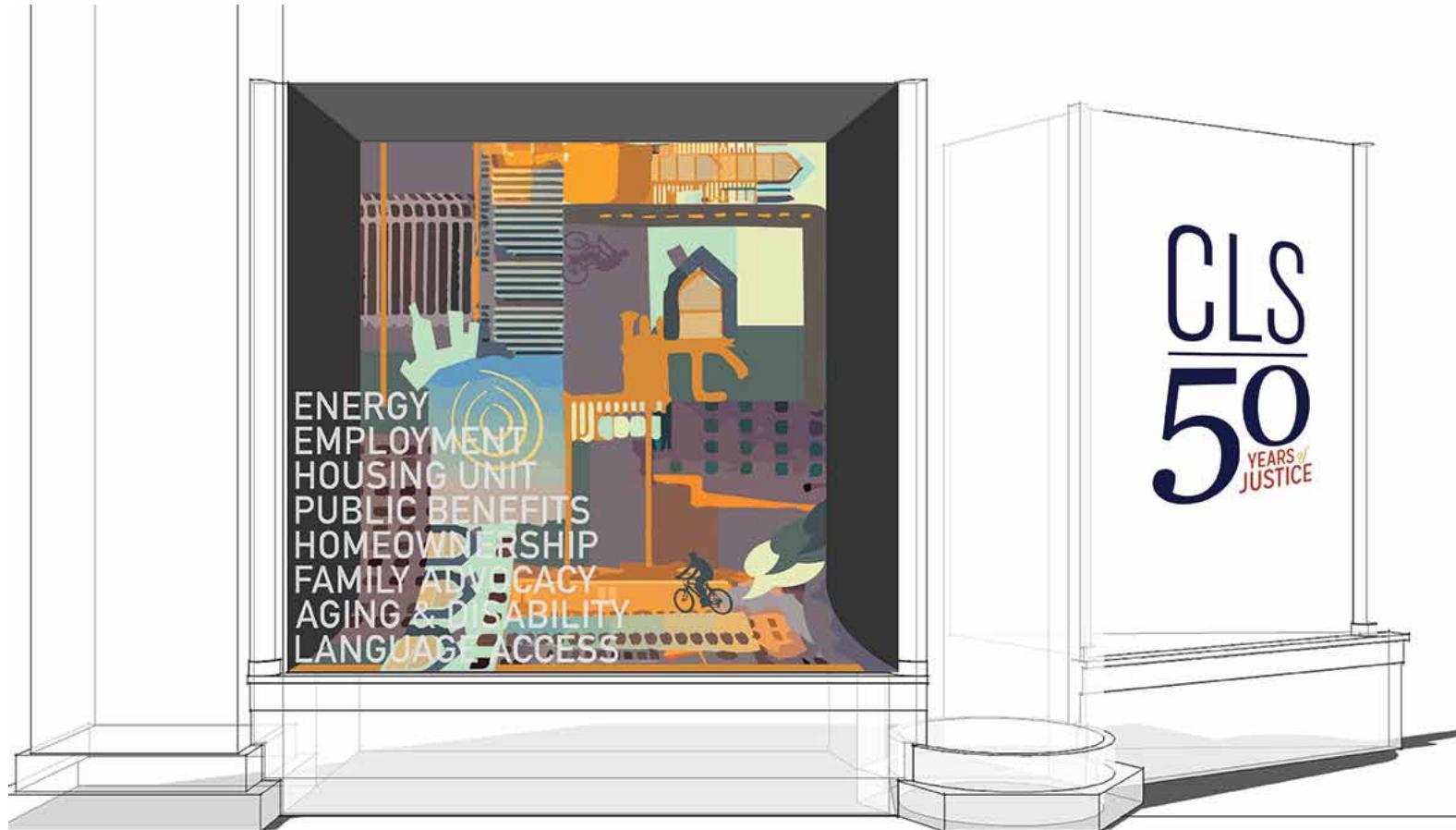




## Sustainability in Action







# FRIEND REWARD COUPONS

## COUPON REWARD PROGRAM

Attracting new customers through word of mouth and community partnerships



1



The Food Trust uses Friend Reward Coupons to attract new customers to the markets.



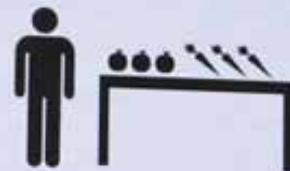
The Food Trust distributes Friend Reward Coupons to "ambassadors," existing farmers' market patrons and partner organizations.

3

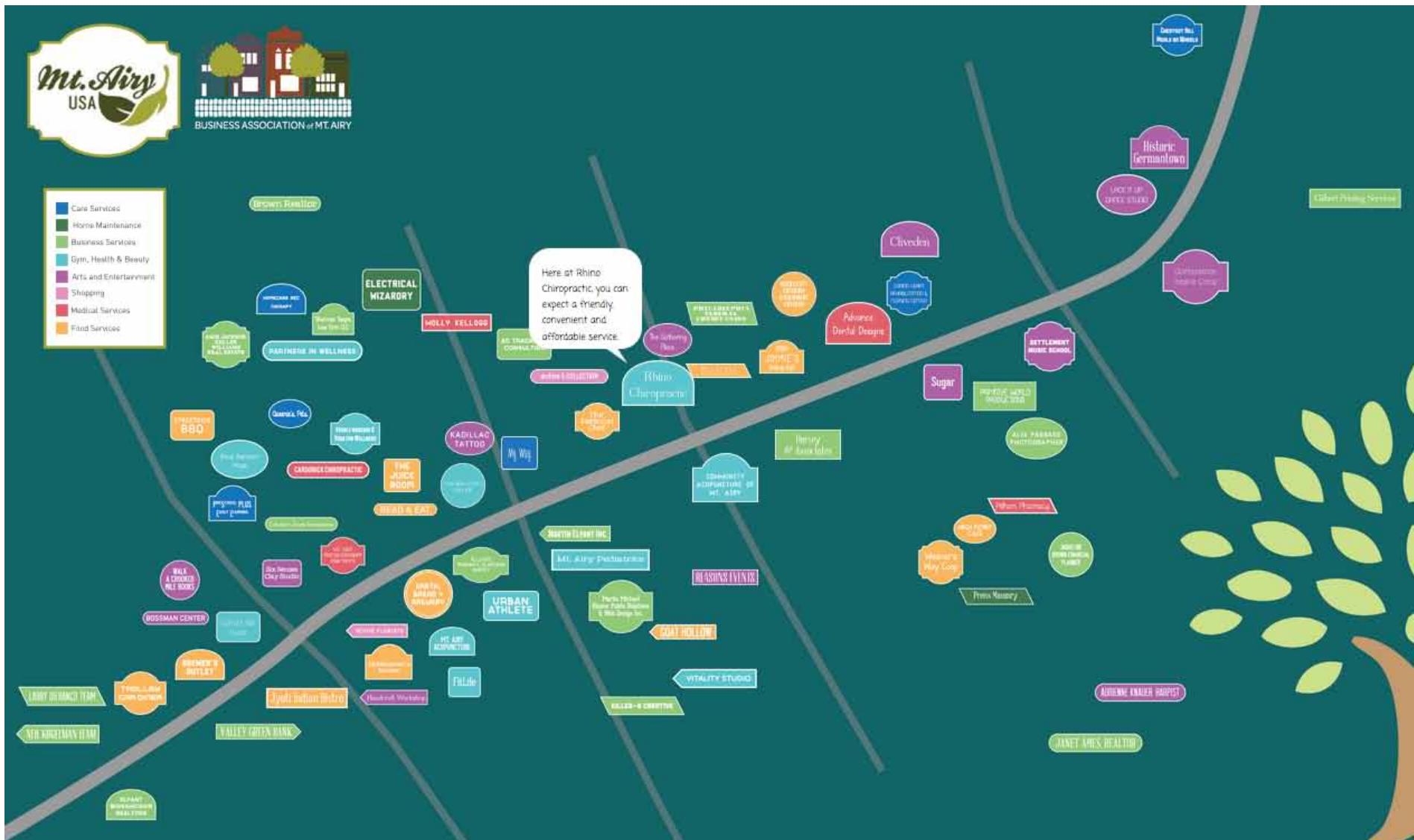


The ambassadors give the coupons to newcomers, either friends of existing patrons or members of the partner organization.

4

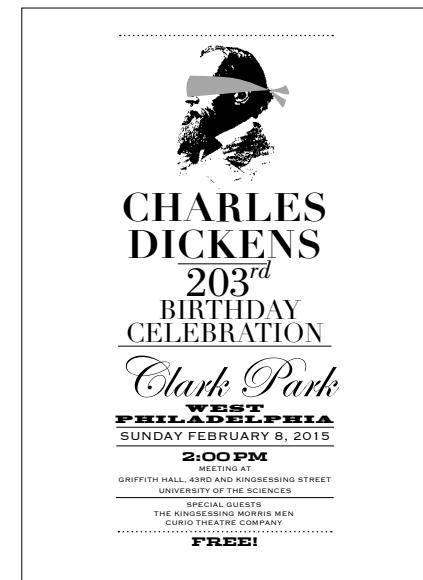
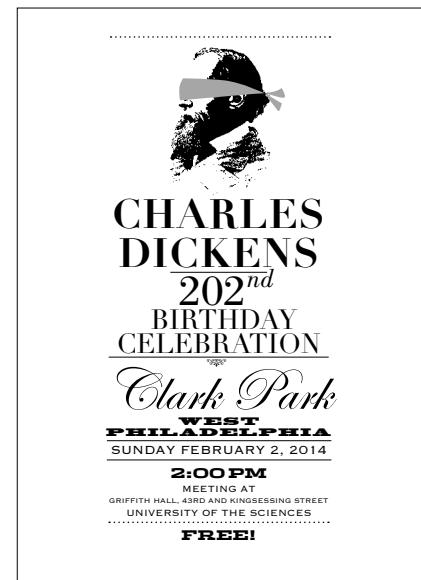
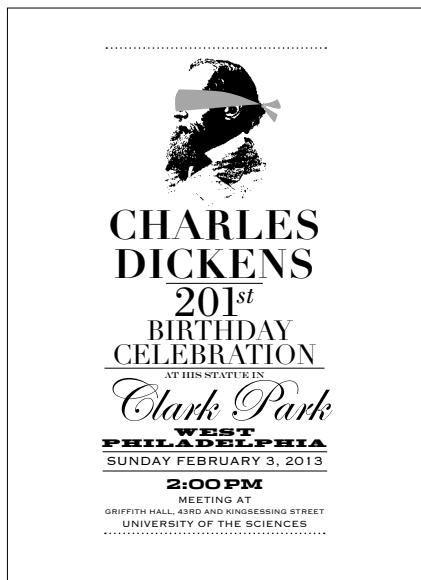
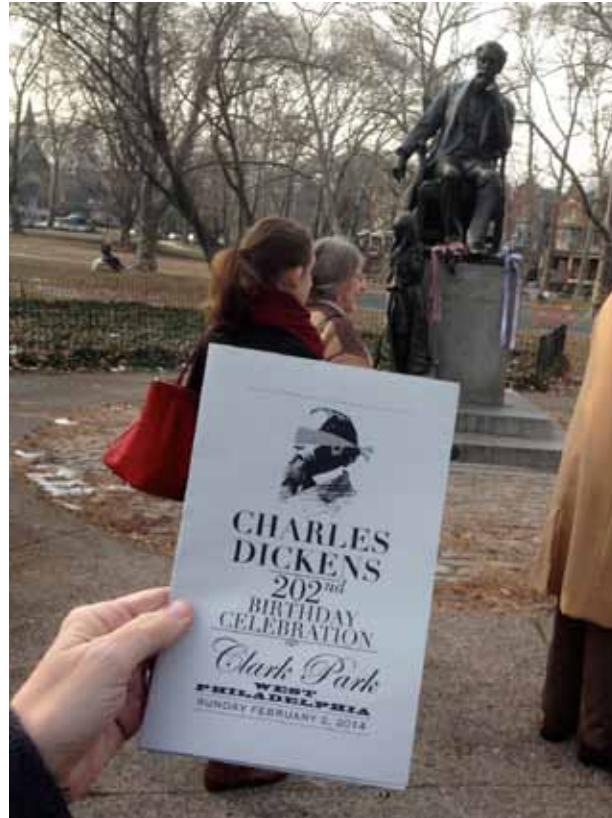


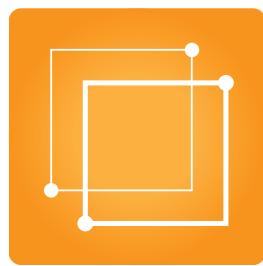
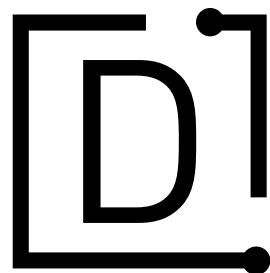
The newcomer returns to the market, using the coupon to receive \$2 off his purchase.



## Interactive mock-up:

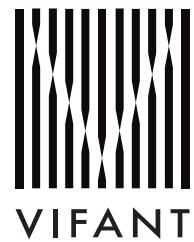
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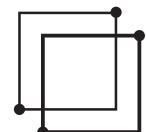
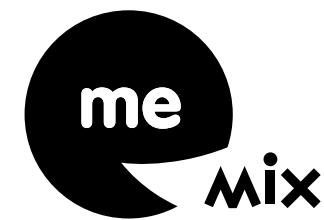


PRENDO

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PRENDO



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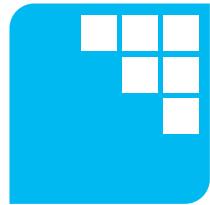
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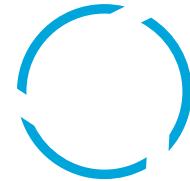
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M A N A G E M E N T





West Philly Coalition  
*for* Neighborhood Schools



