

FOOD SWAP EVENT KIT

What is a **FOOD SWAP?**

1

**MAKE, GROW, OR
FORAGE DELICIOUS FOOD.**



2

**TAP INTO YOUR
INNER MARKETER.**



3

**TRADE WITH
OTHER SWAPPERS.**



4

**BRING HOME A
DIVERSE BOUNTY.**



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How to Prepare for Your **FOOD SWAP**

1 PLAN AHEAD

Set up a **Food Swap** display with the Event Poster (template included), copies of the customer flyer “Strategies for Successful Swapping: What to Bring,” the sign-up sheet (included), and copies of *Food Swap* with pages featuring recipes and packaging ideas bookmarked. Create an online event registration page for your swap on your website or a service such as Eventbrite, Brown Paper Tickets, etc.

2 GET THE WORD OUT

Create a Facebook event page for your swap and promote the event through any other social networking sites you use. List your swap on community events calendars, especially those related to food and books. Wherever you post your event, make sure to include the link to your online registration page, list your address, and provide a phone number and email address.

Customize and send the provided press release to food bloggers and food, book, and event writers at local newspapers. If there is a food swap in a nearby city, ask the organizer if he or she will promote your event to that community. And finally, don’t forget to recruit friends and neighbors!

ESTIMATED TIME

60–90 minutes

COST

Many food swaps are free, but you may consider charging a small registration fee, perhaps \$5, to offset the few supplies you need as host. A registration fee also helps reduce the number of cancellations and no-shows.

THEMES

A theme — such as soup, family recipes, harvest, holiday, or vegan food — can add a fun twist to your event and help promote community. But part of the thrill of a swap with no theme is the wide variety of items participants bring.

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What to Do on the **BIG DAY**

YOU WILL NEED

- * Tables and/or counters
- * Tablecloths (OPTIONAL)
- * Lots of pens
- * Name tags
(DOWNLOAD + PRINT ON LABELS)
- * Swap cards
(DOWNLOAD + PRINT)
- * Swapping strategies flyer (DOWNLOAD + PRINT)

Set up tables, counter space, or other surfaces to accommodate the registered participants. Generally, three or four food swappers can fit their displays on a 6-foot-long folding table. Make sure there's enough room around the tables for participants to move about. There's no need for chairs; swappers will mill around throughout the event.

Incorporate your online registration list with your sign-up sheet and print.

Check people in and give them a name tag, swap card, and "How to Swap" swapping strategies flyer (all included).

Allow 15–20 minutes for participants to set up their displays.

Welcome the group officially, explaining how the food swap will work, detailing the timeline, and encouraging participants, if you'd like, to post to social media sites during the event.

Give swappers another 20–30 minutes to browse each others' displays and mingle.

Start swapping!

Often the event winds down quickly once the swapping is complete. But be sure to capitalize on participants' enthusiasm by encouraging them to browse through the book for more recipe ideas and post about the food swap on social media in the following days as they enjoy their homemade goodies.

Please share your #FoodSwap photos and tag Storey! @StoreyPublishing on Facebook; @StoreyPub on Twitter and Instagram.



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