

marketshare [mahr-kit shair] -noun

1. Is a program of marketumbrella.org, which works to cultivate the field of public markets for public good.
2. These free documents (called "shares") are the best of "lessons learned" from public markets everywhere.
3. Employ as needed, & please feel free to tell us about your results, so that we can share those with other markets.



Organizational Details: partners

Markets, like other small organizations, often keep themselves small by believing in their own limited resources. They're prone to think that they can't take on new, even necessary, tasks because they believe they have to do it all themselves.

We routinely advise new—or even established—markets that if they have a need, they should *first look outside themselves to fill it!* Why not? Your existing staff is already committed, right?

For example, it's not uncommon for market staff to realize that they don't have time to make site visits to vendors. No matter. Even at marketumbrella.org—where we have a fairly large staff compared to most markets—we don't do all our own site visits. We let board members, volunteers, interns, agricultural extension agents, even chefs, do them! Best of all, these folks are *happy* to do them—and, it further invests them in the success of our markets.

By the same token, your staff doesn't have to do all of your marketing, fundraising, photography, or website development, either. If you're located in a town with a college or university, students will often be looking for projects like yours to fulfill class requirements, gain valuable work experience, or build their résumés.

As we noted in *Thoughts on Recruiting Vendors*, there are a wide variety of other groups and

associations that can help you market to their own memberships. Find out what groups your vendors belong to, and ask them to promote the market within their groups. They'll have a natural interest in doing so. If you've acquired vendors from local cultural associations (the Alliance Francaise, or the local Latin American Association, for example), vintners or brewers associations, seafood boards, and the like, ask them to mention the market in their newsletters or other member communications. You may also find natural marketing partners at City Hall, the local Agricultural Extension office, among HMOs, hospitals, nutritionists and dieticians, teachers associations, culinary institutes and cooking instructors, Kiwanis, Elks, and other service clubs—the list is virtually limitless.

We at marketumbrella.org go to outside sources to meet other needs, as well: Health department, agricultural extension agents, and chefs all have been willing to conduct safe food-handling workshops. Local economic development groups can advise vendors on how to be more successful entrepreneurs. Bilingual volunteers have been honored to provide translation services for members of their ethnic communities. HR consultants or even labor relations board personnel can give workshops on a wide range of employment issues. Whatever the challenge to your market, consider the resources *already available* in your community and seek assistance from them first.

Another reason to make partnerships a critical component of the way your market operates is to model the “bridging” form of social cohesion that markets strive to achieve. To be effective at building community among diverse demographic groups—rural and urban, rich and poor, old and young, black and white, native and immigrant, newcomer and old-timer—market personnel must be effective at reaching out to the various groups that are not represented among your existing circle of staff, board, vendors and volunteers. Partners help you do this.

Partners are also likely to bring you opportunities and resources you didn’t anticipate. You might, for example, approach a health care organization

with the idea of offering flu shots or blood pressure checks at market. A year later, you may be holding a second weekly market—on the grounds of the healthcare organization. That’s the beauty of partner synergism: the whole becomes greater than the sum of its parts.

Bottom line: the more people who are invested in your market, the more will shop your market and be committed to its long-term success.

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mission | management | marketing | measurement

Thank you for using a share document. This 4M worksheet below is to help you think through what you just read and how to apply it to your situation. Read the share titled “The Strategy of the 4Ms” to learn more about this marketumbrella.org teaching tool.

Is this issue or strategy covered in your current mission (or values)? _____

Does your management structure allow you time to handle this, or is there another organizational partner to help?

How will you communicate to others about this issue or strategy (marketing)? _____

When and how will you measure the impact of this resolution of this issue or the completion of this strategy?



cultivating the field of public markets for public good