



## **The Family Biz Marketplace**

We at the Family Home Foundation LOVE to support family businesses! We love any endeavors that help a family earn money together or work on a common purpose together. We know that these businesses take a great deal of time and effort to get moving, ours has too! We have developed a program to help us work together to make this happen. It is a win/win - we both benefit and are not out anything! We would love to include you!

We call this a marketing swap. We market for you at our events on and on our site, you market for us in your various endeavors. We don't charge, we just appreciate you getting the word about for our cause, and you have the benefit of attracting customers that like to support a good cause.

### **What we provide:**

1. Marketing on our website: We have a specific section for the Family Biz marketplace with a spot for everyone! In addition, we give you a page on our website if you don't already have a site! If you have a site, we just link to your already existing site. If not, we offer and create with you a single page with as much material as you want, and we keep it there for you as long as you need. You won't have a unique domain, but can choose the name of your actual page (allows more options!) Your page will have our page listed too in the URL – so it will be formatted like this : familyhomefoundation.net/(your page name). This way, as we market for us, we market for you too! When we grow, you grow!
2. Calendar of fairs and festivals: We know these events are where you make your money, so we help you find them! We seek out any and all of the fairs and festivals we can find through our contacts and resources, put it in a handy calendar and you have full access! If you hear of an event we don't have, we ask that you let us know too so we can all benefit together!
3. Free or only "at cost" spots at our own events and discounts at our partner events whenever possible: We have several fairs that we offer, from our foundation itself, through the year. If you are in our Family biz marketplace, your price for the table, if any, is literally just the portion of the venue's rental fee we all have to pay, or any pre discussed amount to help with marketing. We divide these costs between us all and that is all you pay! If there is no venue cost, that means no fee at all, FREE BOOTH! We also ask for discounts at all of the 3<sup>rd</sup> party events on our calendar for our family biz members. We also have group/combined booths to save the cost if you don't require much room.
4. Highlights for your business on our website and social media during the year: We do weekly highlights on our Family Biz members, you will be one or more of them!

### **What we ask from you –**

1. Have our pins, business card/marketing item and a donation jar/donation qr code at your booth at the events you attend. If people ask, tell them about us and how we can help them, and how you are helping us in what you are doing, this helps you too in the end! We keep items small, so we won't intrude on your booth.
2. If you have a website, have a link to our site on it. We don't need much room, just a spot big enough for our logo!
3. Tell people about us! In your daily interactions, let people know you are a part of our marketplace, tell them who we are what we do to help families! We are extra grateful to those who are willing to carry around buttons or cards to share when the opportunity arises.
4. Fair/festival info – if you find a fair or festival for families to sell items at, when appropriate, we ask that you let us know about it! We want to add it to our calendar for all to benefit from!

For our Family Biz Marketplace, we seek to support businesses that practice the following principles:

1. Are owned and operated mainly by members of an immediate or extended family with members of the family working together to create and sell the product or service. This also includes when a youth in the family or community creates their own business and a family member or a mentor provides support. We love our youth businesses! If you are an individual with a business and don't necessarily have family members helping, but you have one or more youth helping you, that counts too! They are learning!

2. Have business practices that are positive, encouraging, enriching and free from any form of abuse, neglect, illegal activity, or any practice that would demean a member of the family or community. We love businesses that seek also to benefit the members of a family by educating, teaching life skills, building financial literacy, future job skills, and actively striving to increase family cohesiveness.

3. Provide a product or service that is enriching, morally beneficial and not harmful to society and family unity in general. Unacceptable products/services would be those that promote sexual promiscuity, pornography, addictive and/or illegal substances, violence, or products commonly known to damage family/community unity. If a business is unsure about this aspect, our board can discuss it with them.

If you are interested in being a part of the Family Biz Marketplace, we have two options to contact us –



1. Follow this qr code to our online info form. We will reach out within a day or two to get you set up!
2. Describe your business on the lines provided below, snap a pic from your phone camera or scan a pdf and email it to us [stongfamiliesforall@gmail.com](mailto:stongfamiliesforall@gmail.com).

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1. Please tell us about your business (what you do, who runs it and participates, where you typically sell items, and if you have a website or not) -

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- 2 Does your business meet the requirements listed above?

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- 3 Your contact info - phone, address (if applicable), website, email

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3. Any other info you want to share (ideas for our marketplace are always welcome too!)

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4. To the best of my ability and knowledge, I will maintain the 3 principles described above, (owner signs or types name)

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Contact us with any questions at 801-651-4022.