

# 2025 Double Up Food Bucks Ambassador Program



## About the Ambassador Program

[Double Up Food Bucks Oregon \(DUFBO\)](#) is a program that earns shoppers more SNAP dollars to spend on fruits and vegetables when they use their Oregon Trail Card at participating grocery stores, corner stores, and farmers markets in the state. To strengthen the impact of DUFBO on communities who are disproportionately impacted by hunger and food insecurity, the Oregon Food Bank is launching the Double Up Ambassador Program. The focus of the program is to provide direct outreach and education about DUFBO to SNAP recipients and inform program decisions to lift barriers to participation and improve the program's overall accessibility.

## Ambassador Program Details

- The 2025 DUFBO Ambassador Program will consist of six community members. Participants will choose the total number of hours they will participate in the program in collaboration with Oregon Food Bank staff
- Ambassadors will receive training and provide documentation to a staff point of contact who is a member of the Oregon Food Bank Double Up Food Bucks team
- Ambassadors will participate in training sessions and DUFBO outreach and education activities that support Double Up Food Bucks promotion at participating stores
- Ambassadors are contracted as independent contractors to assist with program activities
- Oregon Food Bank will provide a Double Up Food Bucks program training and outreach materials to support participants in reaching out to SNAP participants
- Meetings with Oregon Food Bank staff will be held virtually. Any in-person meetings or events will follow all state and county health regulations related to safety

Ambassador activities will include:

- Planning and attending in person or virtual outreach events (ex. tabling, community gatherings, online presentations) that share information about how SNAP shoppers can use Double Up Food Bucks program at participating stores
- Documenting outreach activities on an ongoing basis and sharing pictures and stories with program staff
- The opportunity to participate in a community forum and provide feedback for the purpose of increasing program accessibility
- Participating in end of year program celebration

## Eligibility Guidelines

- Ambassadors must reside in Oregon and be 18 years of age or older
- Ambassadors must **currently** be using the Supplemental Nutrition Assistance Program (SNAP) program
- We recognize the financial impacts, structural inequities, and discrimination have on members of our communities primarily based on race and gender, so Oregon Food Bank is prioritizing the following communities in the Ambassador selection process:
  1. People and communities of color
  2. People and communities who are recent immigrants and refugees
  3. People who are single moms/caregivers  
*Note on language: understanding the infinite number of gender identities that exist - and pushing back on dominant binary constructions of gender, we choose to identify the specific challenges facing single women who are moms/caregivers. We affirm that gender identity is porous. And we also lift the specific impacts of traditional binary gender roles and patriarchy.*
  4. People and communities who are TGNC (trans and gender non-conforming)
  5. If not a member of our equity constituencies, currently active in and responsible for equity work
  6. Committed to championing equity efforts within their personal lives, workplace, and community.
  7. Will add representation of diverse perspectives to cohort
- Ability to commit to full participation in program trainings, events, and activities

## Application instructions

Apply online in [English](#) or [Spanish](#). Applications will be accepted on a rolling basis.

## Support or Questions

If you have any questions or need support with your application including Spanish translation please email **[doubleupgrocery@oregonfoodbank.org](mailto:doubleupgrocery@oregonfoodbank.org)**.