



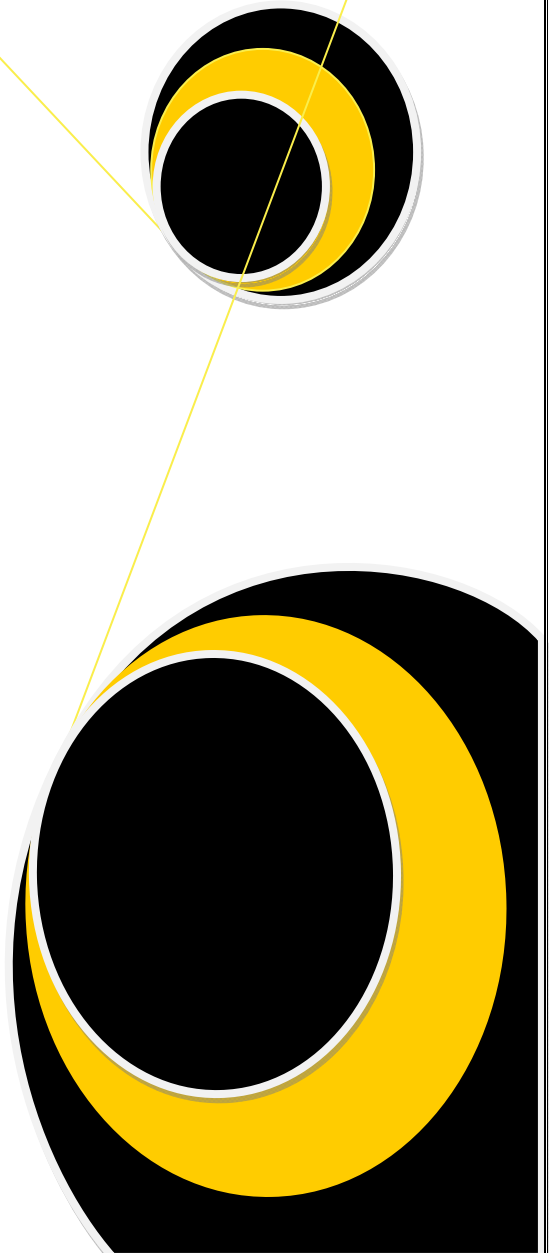
## INTERESTED IN BECOMING A *STREETVIBES* VENDOR?

FOLLOW THESE SIX SIMPLE STEPS TO BE ON YOUR WAY:

- 1) Read through this *Vendor Packet*.
- 2) Fill out the *Vendor Application Form*, and initial each statement on the *Code of Conduct* and sign & review the *Disciplinary Policy* (these forms must be submitted to the Vendor Program Coordinator prior to attending the New Vendor Orientation).
- 3) Read the most recent copy of *Streetvibes*.
- 4) Attend a New Vendor Orientation Thursdays at 10AM
- 5) Take and pass the Quiz on Tuesdays at 10AM. (Once you have attended an orientation, if you do not take the Quiz dates within 1 month, you will be required to go through the Orientation over again.)
- 6) Receive approval and have your picture taken, a badge will be made and you will be provided with 10 free papers to get you started!

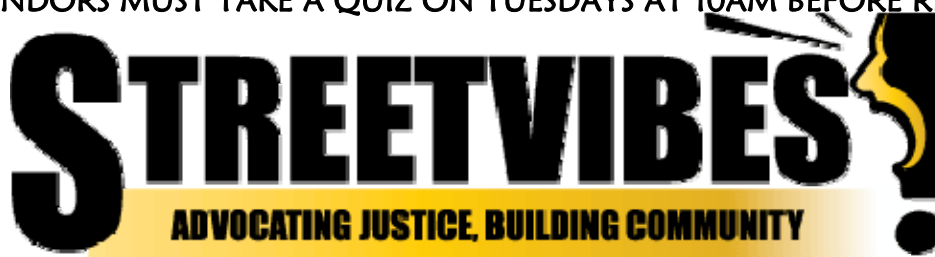


For More Information Contact:  
Vendor Program Coordinator  
(513) 421-7803



\*NEW VENDOR ORIENTATIONS ARE AT 10AM EVERY THURSDAY

\*POTENTIAL VENDORS MUST TAKE A QUIZ ON TUESDAYS AT 10AM BEFORE RECEIVING A BADGE



<b>Vendor Application Form</b>		<i>If you were referred by another vendor please list their name:</i>	
<b>Information</b>			
Full Name: <i>Last</i>		<i>First</i>	<i>M.I.</i> <i>Date:</i>
Mailing Address:		<i>City</i>	<i>State</i> <i>ZIP Code</i>
Phone: (    )		E-mail Address:	
Date of Birth:		Last 4 digits of SS #:	
Are you now or have you ever been homeless?		YES <input type="checkbox"/>	NO <input type="checkbox"/> Where are you currently staying?
Marital Status:		Married	Single      Separated      Divorce
Have you ever sold Streetvibes or any other street newspaper before?		YES <input type="checkbox"/>	NO <input type="checkbox"/> If yes, when?
What is the highest grade level you have completed?			
<b>Important Contacts</b>			
In case of a medical emergency, who should we contact?			
Full Name:		Relationship:	
Phone: (    )			
Do you have a case manager?		YES <input type="checkbox"/>	NO <input type="checkbox"/> If so, please provide his or her name, phone, and agency.
Name:		Organization/Agency:	
Phone: (    )			
<b>Other</b>			
Are you currently employed?		YES <input type="checkbox"/>	NO <input type="checkbox"/> If so, where?
Do you have any goals you would like assistance in achieving?		YES <input type="checkbox"/>	NO <input type="checkbox"/> If so, please explain:
<b>Disclaimer and Signature</b>			
I certify that my answers are true and complete to the best of my knowledge.			
Signature:		Date:	
<b>Office Use Only:</b>	Orientation Date:	Vendor Badge Received?	YES <input type="checkbox"/> NO <input type="checkbox"/>



## Vendor Code of Conduct

*Initial next to each of the statements below to verify you understand and agree to follow each one. Then print, sign and date.*

1. \_\_\_ *Streetvibes* will be distributed for one dollar (\$1). I agree not to ask for more than a dollar or solicit donations for *Streetvibes* by any other means. If a customer donates more than \$1 for a paper, I am allowed to keep the donation.
2. \_\_\_ I will only purchase papers from the Greater Cincinnati Coalition for the Homeless (GCCH). Each paper can be purchased for a cost of 25 cents. I will always show my badge when buying papers and if I do not have my badge I cannot buy papers.
3. \_\_\_ I will never buy papers from and/or distribute papers to other vendors.
4. \_\_\_ I agree to treat all others – customers, staff, and other vendors – respectfully. I will not use abusive language or force someone to buy a paper. I will not give a “hard sell” or be aggressive. I will not continue to ask someone if they want a *Streetvibes* after they have verbally or non-verbally said no and I will not make someone feel threatened.
5. \_\_\_ I will not panhandle while distributing *Streetvibes*.
6. \_\_\_ I agree to stay off private property when distributing *Streetvibes*. I will not distribute *Streetvibes* door to door.
7. \_\_\_ I will not stand in front of doorways, walkways, crosswalks or parking meters nor will I impede traffic or sit down while distributing *Streetvibes*.
8. \_\_\_ I understand that I am not an employee of *Streetvibes* or GCCH but a contracted worker responsible for my own well-being and income.
9. \_\_\_ I agree not to distribute additional goods or products when distributing *Streetvibes*.
10. \_\_\_ I will not distribute *Streetvibes* or purchase *Streetvibes* under the influence of drugs or alcohol.
11. \_\_\_ There are no territories among vendors. However, I will respect the space of other vendors, particularly the space of vendors who have been at a spot longer.
12. \_\_\_ It is unacceptable for any vendor to persuade or ask customers not to purchase *Streetvibes* from other vendors. Coercion will not be tolerated. If a customer prefers to purchase from certain vendors that is up to them.
13. \_\_\_ I understand that my badge is the property of *Streetvibes* and I will not deface it. I will present my badge when purchasing papers and display my badge when distributing papers. If I lose my badge I will pay three dollars (\$3) for a new one. If I

lose my lanyard I must pay (\$1) for a new one. If my badge becomes ruined because of weather or use, I will get a new badge for one dollar (\$1).

14. \_\_\_ I understand that *Streetvibes* strives to be a paper that covers homelessness and poverty issues while providing an economic opportunity for individuals looking for extra income. I will try to help in this effort and spread the word.
15. \_\_\_ I will not deceive the public by saying that I am collecting for a nonprofit charity or that I am collecting for the “homeless” in general. I will be in honest in stating that all the profits from the sale of *Streetvibes* go to the vendor. I will only use the word “donation” when referring to myself, not the Coalition.
16. \_\_\_ There are special rules for distributing at Findlay Market. Only vendors with approval may distribute at Findlay Market at a time. Other rules as established by *Streetvibes* and Findlay Market.
17. \_\_\_ I will attend monthly meetings. Monthly meetings will occur on the first weekday of the month. The month’s paper will be released at this meeting. Anyone who cannot make the meeting must talk with the Vendor Program Coordinator, before distributing *Streetvibes* for that month. Ten papers will be given to those who attend the meeting.
18. \_\_\_ It is the responsibility of each vendor to police fellow vendors or former vendors. I will report violators of the rules to GCCH. The value of the paper depends on keeping it credible.
19. \_\_\_ I understand that any infraction of the above mentioned rules will result in suspension of my privilege to distribute *Streetvibes* and possible termination from the program. Badges and *Streetvibes* papers are property of GCCH and must be surrendered upon demand.

Print Name	
<i>Signature:</i>	<i>Date:</i>
<i>Trainer Signature:</i>	<i>Orientation Date:</i>
<i>Quiz must be taken by: (1 month from date)</i>	
<i>Signature of Vendor Coordinator:</i>	<i>Date:</i>



## *Streetvibes* Vendor Program Three Strikes Discipline Policy

Any vendor who willful violates the Vendor Code of Conduct will normally be subject to the following progressive disciplinary process:

1. **Verbal Caution:** A vendor will be given a verbal caution when he or she engages in problematic behavior. As the first step in the progressive discipline policy, a verbal caution is meant to alert the vendor that a problem may exist or that one has been identified, which must be addressed. Verbal warnings will be documented and maintained by the education coordinator. A verbal caution remains in effect for three months.
2. **Suspension:** Depending on the severity the vendor will be suspended from 10-30 days, in which time the vendor's badge will be temporarily revoked and the vendor will not be permitted to sell *Streetvibes*. A suspension is more serious than a verbal caution. A vendor will be suspended when he or she engages in conduct that justifies a suspension or the vendor engages in unacceptable behavior during the period that a written warning is in effect. A vendor's suspension will be documented by the education coordinator, regardless of the length of the suspension issued and will remain in effect for up to 30 days.
3. **Termination:** When a vendor engages in conduct that justifies termination or does not correct the matter that resulted in less severe discipline, said vendor will be terminated and barred from selling *Streetvibes* for a one year period. Badges and *Streetvibes* papers are property of the Greater Cincinnati Coalition for the Homeless and must be surrendered upon termination.
4. **Re-instatement:** After the one year period the vendor may petition the *Streetvibes* staff to have their vendor badge re-instated. At such time, the vendor must write a letter requesting re-instatement and include a statement of how the behavior has been corrected. Staff reserves the right to reject any re-instatement request.

*Streetvibes* Vendor Program Three Strikes Discipline Policy

On \_\_\_\_\_, 20\_\_

I \_\_\_\_\_ received a copy of the Three Strikes Discipline Policy.

This policy has been read and discussed and understood by both the vendor and the trainer.

Vendor Signature \_\_\_\_\_ Date \_\_\_\_\_

Trainer Signature \_\_\_\_\_ Date \_\_\_\_\_

\*Keep this form for review before the Quiz.



## How to sell *Streetvibes*

1. Be prepared to answer questions about *Streetvibes*:

When you are selling the paper, you will often be asked questions by customers who are unfamiliar with the program. Making sure you understand how the program works.

Q: What is *Streetvibes*?

A: *Streetvibes* is a newspaper published monthly by the Greater Cincinnati Coalition for the Homeless.

Q: What are the articles about?

A: The articles discuss local and national issues that affect homelessness and poverty. One of the goals of *Streetvibes* is to help educate the public about these issues.

Q: Who is the *Streetvibes* program for?

A: The *Streetvibes* program provides a way for homeless and low-income individuals to earn a small income by selling the paper.

Q: Where does the money go? How does it help the homeless?

A: Vendors purchase the paper from the Coalition for 25 cents per copy. They then sell the papers on the street for \$1.00, keeping the 75-cent profit. Many vendors are homeless, and by purchasing a paper you are helping them directly. The Coalition for the Homeless does not profit from *Streetvibes*. The 25 cents that goes to the Coalition is used to offset some of the cost of producing the paper.

2. Try a variety of selling techniques until you find one that works for you. Some vendors insist that the paper sells itself. These vendors simply hold the paper out so people can see it as they walk by, and are only vocal if someone approaches them. Other vendors are much more talkative and use a variety of sales pitches to attract customers. You should use whatever technique works best for you, but be careful never to frighten or intimidate customers. Loud, obnoxious sales pitches could be considered aggressive. Both the police and GCCH staff take complaints about aggressive vendors very seriously.
3. Know what's in the paper each month. As people approach you, sell them the paper by telling them what's in it. This is an especially effective technique if someone is unfamiliar with *Streetvibes*. People will be much more inclined to buy from you if you seem knowledgeable and interested in what you are selling. If you don't appear interested in the paper, the public won't be interested either. You might want to consider writing articles or poems for the paper. This will earn you free papers and will also help your sales ("Buy a copy of *Streetvibes* and read my article on page six!").

**\*Keep this form for review before the Quiz.**

4. Make friends and build a clientele. The most successful Streetvibes vendors are the ones who get to know the customers, business people, and police officers in the area where they sell. If people see you as a friendly, familiar face, they will be much more likely to purchase the paper from you. You might even start getting regular customers.
5. There are no territories, but you should respect those vendors who regularly sell in a particular area. Many vendors find it is helpful to regularly sell in the same area. Most vendors won't mind if you sell in their area when they are not there, but out of respect, you should move on to another spot if that vendor shows up to sell papers in his or her regular spot. Vendor disputes have caused problems in the past and can lead to termination.
6. Try selling outside of downtown. Most vendors sell the paper close to downtown for the sake of convenience. While this is understandable, it means that there are many areas throughout the city that do not regularly see Streetvibes vendors. You might want to try selling in different areas of town until you find one that works for you.
7. Be professional. Always present yourself in a courteous and professional manner. We require that you must be sober while selling Streetvibes. People are more inclined to buy from you if you are clean, sober, and friendly.
8. You must be able to deal with rejection. You will meet some wonderful people while selling Streetvibes. You will also encounter people who are very disrespectful and unkind. No matter what, you should never, ever respond aggressively toward these people. You will lose your license if you are aggressive with anyone, even if they are disrespectful to you first. If you are feeling angry, take off your badge and walk away. If you don't think you can deal with rejection without responding aggressively, then this program is not for you.
9. Watch out for con artists. There are some people out there who scam the public by selling free papers such as "City Beat" and "The Downtowner." They say that the money goes to help the homeless. These people make it very difficult for Streetvibes vendors. When someone becomes a victim of this scam, they are less inclined to buy any papers, including Streetvibes. Similarly, barred Streetvibes vendors sometimes get their hands on copies of the paper and use it to scam the public. Help us keep a high level of respect for Streetvibes. If you see anyone using our name, our paper or other papers to con people out of their money, report it to the police or to the staff at GCCH.
10. Remember the **GOLDEN RULES:**  
**KNOW WHAT YOU'RE SELLING---BE COURTEOUS---MAKE FRIENDS**