

## VOLUNTEER PERSPECTIVE – Quick Reference Guide

**Problem:** Approximately one out of six Americans experiences food insecurity today (including one out of every four children under six years old), yet there is a more than adequate supply of food potentially available. We waste a pound of food per person per day in this country, which equates to well over 100 billion pounds of food per year.

**Opportunity:** Not included in these statistics is the volume of produce discarded by many millions of backyard gardeners whose plants produced far more fruits, vegetables, herbs and nuts than they could possibly use, preserve or give away.

**Solution:** The AmpleHarvest.org Campaign was created to enable backyard gardeners throughout America to share some of their excess bounty with neighbors who do not have access to fresh produce at their food pantry. Hunger in America may never be fully eliminated, but it can be diminished. And you can help!

**Take Action:** Even if you weren't blessed with a green thumb, you can still impact the needy in your community and help AmpleHarvest.org. The key to the continued success of the AmpleHarvest.org Campaign is increasing the public awareness of the effort. As more pantries and gardeners learn about AmpleHarvest.org Campaign more food will find its way from backyard gardens to the kitchens of those who need it most. And you can help!



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## Getting Started:

**Spread the word.** Tell your friends and family all about AmpleHarvest.org Campaign's vision and mission ([www.AmpleHarvest.org/about](http://www.AmpleHarvest.org/about)). Don't forget to provide our website [www.AmpleHarvest.org](http://www.AmpleHarvest.org) as a resource, and make sure they know we have a presence on Facebook and Twitter!

**Canvas the neighborhood.** Identify and target the food pantries in your area – checking with local houses of worship or civic organizations is a great place to start. And think big - our goal is to have at least 10,000 food pantries registered by December 2013!

**Make contact.** Print the flier at [www.AmpleHarvest.org/pantry](http://www.AmpleHarvest.org/pantry) and share it with the pantry manger. Tell them that the AmpleHarest.org Campaign is a national effort utilizing the Internet to enable 40+ million Americans who grow food in home gardens to easily donate their excess harvest to one of more than 3,500 registered local food pantries spread across all 50 states .

**Sell the benefits.** Outline for the pantry manager how a partnership with [AmpleHarvest.org](http://AmpleHarvest.org) Campaign will benefit the pantry, and its clients.

- i. Clients get access to locally grown, healthy fresh produce.
- ii. Increased community support for the pantry due to presence on [www.AmpleHarvest.org](http://www.AmpleHarvest.org)
- iii. The opportunity to tell the community about urgently needed store bought items
- iv. Personalized driving directions to pantry generated from website listing.
- v. Revisions can be made to pantry listing at any time.
- vi. It doesn't cost a dime!

**Overcome objections.** No refrigeration? No problem! [AmpleHarvest.org](http://AmpleHarvest.org) eliminates the need for it because gardeners can bring freshly harvested food hours before the pantry clients come to pick it up. Any produce harvested from a backyard garden can survive without refrigeration for a day or so.

**Seal the deal.** Get that pantry registered. Registration is quick, easy and free! In the event the pantry manager isn't internet savvy, offer to assist or complete the registration process for them at [www.AmpleHarvest.org/reg-pantry.php](http://www.AmpleHarvest.org/reg-pantry.php)

**Alert the media.** Share the good news! Send an announcement to the local press (press kit is at [www.AmpleHarvest.org/press](http://www.AmpleHarvest.org/press)) and electronic media announcing participation in AmpleHarest.org Campaign

**Community Outreach.** Inform the gardening community about the opportunity to share their produce with a food pantry. AmpleHarvest.org Campaign is dependent upon their generosity – so make it a priority to let the gardeners in your community know how much we need their support! Visit [www.AmpleHarvest.org/gardenshop](http://www.AmpleHarvest.org/gardenshop) and post the flier in your local nursery, hardware store, and lawn/garden section of neighborhood retailer. Attempt to engage the community at large by utilizing community bulletin boards in area coffee shops, supermarkets, and recreation centers.

**Make a Difference.** Actually if you have taken action as outlined above you have already completed this step! AmpleHarvest.org campaign enables Americans to help their neighbors by reaching into their backyards instead of their back pockets. Your support of the AmpleHarvest.org campaign can diminish hunger in America, reduce global warming, improve the quality of food available to pantries and let neighbors in need know that their fellow Americans care about them. Thank you for your support!