



## Welcome to the AmpleHarvest.org Campaign

### Help and Guidance for Food Pantries Registered at AmpleHarvest.org

Note: This information explains how to update your listing if you ever need to, and more importantly, steps you can take to increase the likelihood that local gardeners will share their garden bounty with your food pantry.

Your food pantry is now included in a nationwide directory of food pantries which millions of gardeners can use to find you when they have extra garden produce available to share.

1. **\*\*First Things First\*\***: Write down the user name and password you entered a moment ago when you set up your account....and put them in a safe location. Please let someone else in your organization know where you put the pass code. They'll need it if the page needs to be updated and you are not available.
2. If you have not yet done so, you are strongly encouraged to read the Frequently Asked Question page, especially the Food Pantry Questions section. This contains a lot of helpful information.
3. If you ever need to revise your pantry information, click on **Register/Update A Pantry** on the menu bar above. (**Important note**: If you see the phrase **Log Out** on the top left portion your screen above the green rectangle, click on it **first** before proceeding to log in again.)
  - a. Enter your user name and your password on the left side of the screen and then press the Log In button.

- b. If you forgot your password, click on "Forgot your password?". A new window appears asking for your email address. It must match the email address used when your pantry was registered. You will shortly receive an email with a new password. You should use it to log in and reset the password to one you will more easily remember.
- c. Once your pantry information is displayed, you may make the desired

- i. The Street Address field should contain ONLY the **street address** of the pantry - no P.O. Box numbers, no floor numbers, etc. All words should be spelled out. AmpleHarvest.org uses Google Maps to help gardeners locate your pantry. If Google Maps does not recognize your address, it will not process properly.

If you are in doubt, go to <http://maps.google.com/> and enter your street address followed by your zip code (i.e. 123 Main Street 10024). If Google Maps shows your location properly, enter it into AmpleHarvest.org.

Otherwise, try testing a variation of your address. For example, if **10 2nd Av** does not work, try **10 Second Ave** instead.

- ii. Always include your area code with your telephone number and fax number.
- iii. If your food pantry has one, make sure your email address correctly. If your food pantry does not have an email address, you can enter a personal one.  
*(Note: AmpleHarvest.org will not sell or otherwise distribute your email address except as required by law. See the [Privacy Policy](#) statement for more information.)*
- iv. Uploading an outside photograph of your food pantry is a great way to help gardeners find your building when they come to make a donation. The photograph must be a JPEG file no larger than 1000 pixels by 1000 pixels. Click [here](#) to see an example of a food pantries photograph.
- v. You can use the **Additional Information** field to tell more about your pantry. Many food pantries use this field to list **store bought items** they urgently need. Click [here](#) to see an example. Come back to update this information as often as you like. This is the best way to keep your community informed about your pantries particular needs.
- vi. **Don't forget to press "[Update](#)" to complete the changes.**

changes to any information appearing in the pale green shaded area.

- d. Make sure that you keep your information up to date. If the name, address, phone number or any other information about the pantry changes, update the information on AmpleHarvest.org too. Accurate, up-to-date information is important if you want donors to reach you.
4. You can invite another food pantry to learn about the AmpleHarvest.org Campaign by entering their email address under the "Refer A Pantry" section and pressing "Refer" send a note to another food pantry.

---

Continued....

## How You can Help us Help You

According to a recent study by the National Gardening Association, an estimated 41 million people were growing vegetables, fruit and herbs in their gardens in 2009. We have been working very hard to inform as many of these gardeners as possible about AmpleHarvest.org with the hope that they will choose to donate their extra garden produce to a local food pantry. This has involved support from Google Inc., the U.S. Department of Agriculture, Master Gardeners, numerous bloggers and media outlets as well as social networking resources such as Twitter and Facebook.

Now that your food pantry has joined the AmpleHarvest.org campaign, there are a number of things that you too can do to help inform the gardeners in your community.

- A. **Send an announcement** to the local press and electronic media announcing your participation in the AmpleHarvest.org Campaign. A sample press announcement (including AmpleHarvest.org logo graphics) is available at [www.ampleharvest.org/downloads/Pantry-Public-Announcement-Letter.doc](http://www.ampleharvest.org/downloads/Pantry-Public-Announcement-Letter.doc) for your use (*we'd appreciate receiving it too...please forward a copy to info@AmpleHarvest.org.*)
- B. **Tell other food pantries** and similar agencies in your area know about the AmpleHarvest.org Campaign. You may want to email or fax information about AmpleHarvest.org to these neighboring pantries. A sample email document is available at [www.ampleharvest.org/downloads/email%20note.txt](http://www.ampleharvest.org/downloads/email%20note.txt).
- C. **Most importantly, please print** 20 or more "**Informing the Gardener**" fliers (at [www.ampleharvest.org/downloads/GardenShop.pdf](http://www.ampleharvest.org/downloads/GardenShop.pdf)) and ask your staff and clients to take it to local garden shops, hardware stores, garden centers, etc. to be posted in a conspicuous place... possibly near the cash register. You can also post it on the public bulletin board at a grocery, library, social hall, house of worship, etc. It is suggested that you print out as many as you need for all of your staff and clients. This flier with tear offs on the bottom, is part of our effort to reach gardeners in your community who have not yet heard about AmpleHarvest.org. *Note... the flier 2 sided. If your printer can print front and back, it will save paper.*

- D. Reach out to civic leaders, clergy and others, and ask them to pass the word too. Encouragement from a political leader or in a sermon can have far reaching benefits.
- E. Ask student groups, scout troops, and other social and service organizations can also help spread the word to gardeners and other donors, both locally and nationwide .
- F. If you have friends or family who work in the media anywhere in the country, encourage them to visit the *AmpleHarvest.org* press and media page located at [www.ampleharvest.org/press.php](http://www.ampleharvest.org/press.php). It is an excellent starting point for a reporter doing a story on hunger in America and AmpleHarvest.org.
- G. Encourage your staff to share the information about AmpleHarvest.org with their friends and family around the country. If your clients use the Internet at home or at a library, they too can help inform others about AmpleHarvest.org.
- H. If your food pantry has a web page, put a link on your page to <http://www.AmpleHarvest.org>.
- I. Although most people can't garden in the winter, that does not mean they can't help your pantry. List the store bought items you most need in the "Additional Information" field on the site. Update it as often as needed. The AmpleHarvest iPhone app, available as a free download from the Apple iTunes store, will help shoppers find your pantry when they shop. This should help you receive donations of those items you *really* need rather than just what was in the donors cupboard.
- J. Lastly, if you have clients who have expressed an interest in growing some of their own food, urge them to visit [www.DinnerGarden.org](http://www.DinnerGarden.org). This organization will provide *\*free\** seeds and other support to help your client grow food. Of course once they are growing more than they need, they too can donate their excess crops to your food pantry.

Most Americans know that hunger is a serious problem in the country, but because of their own economic circumstances, they are often unsure of what they can do about it. The AmpleHarvest.org Campaign enables Americans to help their neighbors by reaching into their backyards instead of their back pockets.

It is a simple, green, and free way to help diminish hunger in America.