

## **Script to Introduce Home Owners to The Urban Farmers**

Most of the time, when distributing, you will not meet any one. When you do, they may be curious to know who you are and what is the purpose of the flyer. This script outlines the key points home owners want to know.

### **Introduction**

Hello, my name is \_\_\_\_\_.

### **What are you doing?**

I am volunteering with The Urban Farmers. We are a non-profit organization where we harvest backyard fruit for donation to the needy.

Today I'm walking around the neighborhood and giving flyers to those who have fruit trees.

### **How does it work?**

Fruit trees usually put out more fruit than the owner can use. If that's your case, all you have to do is register your tree with us and we'll take care of the rest.

When you register your tree, that information is recorded in our private database. Each year, just before the fruit is ripe, we send an email to you asking if you have more fruit than you can use.

If it's a poor harvest year, you can opt out, and we'll check again next year. If you think you'll have more fruit than you can manage, a harvest is arranged where volunteers come in to pick, tidy up and haul the excess fruit to local food agencies.

Would you be interested in participating?

## **FAQ**

### **What about insurance and liability?**

We are full insured. Our insurance covers the entire project, including volunteers and homeowners.

### **What if it's a bad year for my trees?**

We understand the ups and downs of growing fruit trees and will check back next year.

**What if I'm not home?**

As long as we have permission and access, we can harvest your fruit. In fact, 60% of our harvests is done while homeowners are away.

**What if my fruit harvest has worms or is small?**

The donated fruit does not have to be 'grocery store' perfect. Volunteers sort the harvest and the damaged fruit is often needed by places like the Lindsay Wildlife Museum.

**What if I want to keep some of the fruit?**

You have two choices. We can leave some of the low-hanging fruit on the tree for your use, or we can harvest all the fruit and leave a bag for you.

**How much does the service cost?**

It's free

**Who pays for the expenses of this work?**

We rely on donations from fruit donors, volunteers and members of the community that feel helping the poor is important.

**Can I help out and make a donation to your organization?**

Yes, please! Please check our website. There is a donate button on the front page. If you prefer, I can have someone call you.

**I have a lot of questions, who can I talk to?**

Call: (925) 297-5525