Introduction

- Gleaning is traditionally done to harvest produce that would otherwise be discarded by farmers or land owners
- Decreases food waste while increasing access to nutritional produce
- Primarily a volunteer driven practice
  - Requires consistent support from donors and volunteers

Research Question

What are techniques to encourage and maintain community involvement for prolonged interest in projects?

Internship & Methods

During my internship with City Fruit, a non-profit gleaning organization, I accomplished the following:

- Grant writing and research
- Acknowledgement letters to donors
- A donor response survey

What do our donors want to know more about

![Bar chart showing the preferences of donors]

Significance

- Prolonged communication and outreach must be maintained
  - Demonstrates appreciation while also
  - Keeps individuals up to date with all activities
- Supporters often want to know what an organization is accomplishing
- People are motivated by their own interest in nature
  - Becomes a “generosity loop” – a cycle of giving motivated by previous positive experiences.

Results

Survey responses showed...

- Preferred newsletter correspondence, acknowledgement letters
- Not a very large social media following
- Primarily interested in tree care knowledge and assessment, leading to a desire to support
- Respondents wanted to know more about partner businesses and events i.e. food banks, volunteering events, etc.

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