

### **COMMUNITY ORGANIZING TOOLKIT**

### A RESOURCE GUIDE OF BEST PRACTICES FOR COMMUNITY ENGAGEMENT IN ORCHARD CARE & ENJOYMENT









### **ABOUT THIS TOOLKIT**

The following community organizing toolkit has been developed as a reference guide containing recommendations and best practices for growing community involvement in the care and enjoyment of your space. Review and use as appropriate to your site!

Consider this a living document that evolves through its use. If you have recommendations on best practices that have worked well at your site, consider emailing your tips and suggestions to info@phillyorchards.org.

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# 01

### **BUILDING YOUR NETWORK**

One of the key aspects of building an active community orchard is dedicating time to getting the community involved. Explore how to best engage neighbors and recruit local volunteer groups and affiliated organizations to take part in orchard care, harvest, and distribution! Consider yourself a bridge in sharing about the space, its goals, and what it can provide your community.

Community benefits can include fresh fruit and herbs; a safe place for children to play; and opportunities to learn and connect with nature, neighbors, and more! As you interact with different members of the community, you can be a resource for connecting groups with the space and other community projects, facilitating and forming mutually supportive relationships.



"This is an ideal situation in which POP has facilitated materials, knowledge, and inspiration to be mindful of your surroundings and the many ways an individual can participate in an urban orchard."

Jose Spellman-Lopez, Norris Square Neighborhood Project



### LOCAL INDIVIDUAL INVOLVEMENT

Talk to neighbors and engage those that show interest: get their contact information, find out their communication preferences (email, phone, text), and follow up shortly after! If offered, get feedback from those that aren't interested -- find out why they might not be available or if they face other barriers to involvement. Consider how to incorporate it in your planning.

#### Demonstrate active listening.

- Pay attention to body language, posture, or other non-verbal clues to provide context.
- Offer non-verbal feedback such as nodding, making polite eye contact, or offering affirmations of understanding.
- · Paraphrase to show understanding.

#### Host an info table at neighborhood events

- Bring handouts that explain your orchard project or plans. Bring a simple object or interactive activity that represents your project (a seedling, samples of fruit, seed balls, etc.)
- Make signage visible onsite, with information posted about regular volunteer opportunities and events. POP can provide partner sites with an orchard sign which we encourage all partners to place in a visible location.
- The orchard signs (shown below) include a space in which to write the name of your orchard/organization, regular volunteer days, or the best way to get in touch.





### LOCAL GROUP INVOLVEMENT

Reach out to local schools, houses of worship, local nonprofits, youth programs, businesses, or other organizations that may be looking for group volunteer opportunities. See if any of them are available during your scheduled events and orchard care days, or if you can, work around their schedules.

Discuss your orchard with organizations and institutions in the area. Collaborate and form partnerships when missions and capacities align.

Attend community meetings and volunteer at other groups' events to network.

### **OUTSIDE VOLUNTEER RECRUITMENT**

If your local/neighborhood volunteering isn't working out yet or you just need hands on deck for a specific task, consider posting volunteer opportunities online to places like:

- VolunteerMatch
- Philadelphia Urban Farming Network
- ServePhila

Approach university, elementary, and high school community service officers.

POP can also assist with volunteer recruitment through our website and email lists for any events where POP staff or Lead Orchard Volunteer will be in attendance. Please reach out to your lead POP staff member, Lead Orchard Volunteer, or info@phillyorchards.org about scheduling such an orchard care day.



Note that POP has limited staff capacity and many orchard partners. With a few exceptions, we are able to provide direct staff assistance for orchard care days to each site no more than once per season. Staff availability is also generally greater on weekdays, given the limited number of Saturdays in a year. You can read more about the ongoing support services POP provides its community orchard partners on POP's website on the Partnership Summary of Roles (https://www.phillyorchards.org/wp-content/uploads/2020/03/POP-Partnership-Summary-of-Roles.pdf).



POP staff, interns, and partners gather for a photo during the POP Orchard Dinner in September 2018. This event allows POP board members, staff, volunteers, and partners to meet, share stories, and celebrate the fall harvest and the end of a successful season. Since 2017 it has been held on the grounds of The Woodlands, POP's headquarters in West Philly.

### **STAY IN TOUCH**

Keep a log sheet of conversations and local contacts. POP has created templates for many different forms and waivers that can be downloaded and printed from the <u>POP Resource Page</u> (https://www.phillyorchards.org/resources/). Examples are also included in the Appendix of this Toolkit.



### 02

### **COMMUNICATION TOOLS**

Consistent communication is key to encouraging ongoing, active involvement in your orchard. As you build your network, consider how you can support leadership roles for active and reliable attendees and encourage them to share their passion and skills with others. The practices of hosting regular team and community meetings, publicizing avenues for involvement, and following up with meeting notes can help build investment in the group and strengthen connections within it.

With an existing/growing team or newly invested volunteers, determine together how the group will communicate, which could be a mix of flyers, email, phone, and text. Consider that some individuals don't have (or prefer not to use) computers, so relying solely on email or social media may leave them out. Make sure that all communications include how to stay connected and who to reach out to by phone and/or email.



Visitors to Woodford Mansion, including POP's visionary founder Paul Glover (center, in green), view information about the Fair Amount Food Forest project, which organizers hope to develop adjacent to the existing POP orchard in East Fairmount Park. Michael Muehlbauer, POP Orchard Director and one of the main organizers behind the effort, stands behind the table and talks with the crowd.



### **MEETINGS**

If a group exists or additional leadership is needed in your orchard, help to facilitate regular meetings. Quarterly, twice a month, monthly, weekly, or as needed may be appropriate, depending on the structure and needs of your site and programming.

- Determine your group's ideal size.
- Encourage and recruit reliable teammates.
- Consistency is key: host meetings regardless of fluctuation in attendance.
- Plan for group turnover and life changes.

Secure a room that is available at a regular time that fits various work schedules. Typically, weekday evenings work best.

- Consider approaching places of worship, libraries, rec centers, CDC offices, schools, and other neighborhood facilities.
- Provide water, snacks, or a meal for the meeting, or suggest a potluck.
- Send multiple reminders! After sign-up, 1-2 days before, and the day of the meeting.
- · Create and follow an agenda.
- Take, disseminate, and store meeting notes.

Attend training on facilitation. Here are some examples of anti-oppressive frameworks:

- Aorta Anti-Oppressive Facilitation
- Training for Change
- Fundamentals of Facilitation for Racial Justice Work
- Vision Driven Consulting
- Racial Equity Tools



### ORGANIZING AND COMMUNICATION PLATFORMS

### Google Drive (file sharing tool)

- Google Drive is a file storage and synchronization service developed by Google which allows you to draft, share and download files in a series of customizable folders.
- This app is useful in keeping files organized and sharing information pertaining to your space, programs or events with a group.
- Examples of this: site map, details of organizational partnerships, community agreements, garden rules, draft flyers, budgets, wish lists, contact lists, seasonal planning drafts, meeting minutes.

### Zoom (communications tool)

 Zoom is available for online meetings, phone, video conferences, etc. Basic plans with unlimited 1-on-1 meetings are free, with group meetings limited to 40 minutes.

### Google Chat / Google Hangout (communications tool)

 Hangouts Chat makes it easy for teams to be able to get their work done in one place.
 From direct messages to group conversations, Chat helps teams collaborate easily and efficiently. With dedicated, virtual rooms to house projects over time — plus threaded conversations — Chat makes it simple to track progress and follow up tasks.

### Slack (communications and file-sharing tool)

 Slack is essentially a chat room for your whole group, designed to replace email as your primary method of communication and sharing. Its workspaces allow you to organize communications by channels for group discussions and allows for private messages to share information, files, and more all in one place.



### **SOCIAL MEDIA**

Consider creating a <u>Facebook</u> page or group or an <u>Instagram</u> account for your site, through which you can share photos and moments from events or invite people to participate in upcoming work days, programs or events.

- Make sure you receive permission from volunteers to share photos! Include a photo checkbox and make sure to collect permission from the parents or guardians of minors.
- Consider using a sticker system where anyone who wishes not to have their photographs taken or shared can indicate their preference via a red sticker (this allows you to double check photos before posting).

<u>Canva</u> is a free program that makes graphic design easy- in fact, we used it to design this Toolkit! Templates that are formatted for different social media platforms are available, as are many different fonts, photos, and designs. Below are an example Instagram post and flyer made using Canva.





### **EMAIL**

Consider creating a **Google Group** for individuals interested in volunteering in your orchard

- With shared leadership and group decision making, consider making two Google
   Groups: one for internal communication and one for public communication.
- Keep a sign-up sheet on hand whenever you're on site and at volunteer days (update this before you forget or lose new signups).
- Google Group administration is very customizable. Explore the options with posting permissions, additional administrators, join requests and membership viewability.
- After meetings, send out meeting minutes so those who weren't able to attend can stay
  engaged with the latest developments for when they can plug back in!
- Send reminders a few days ahead of scheduled work days or meetings.
- Provide seasonal updates, invitations to events, or availability of excess harvests.

### **GRASSROOTS APPROACHES**

- Call list and phone trees not everyone has email or social media.
- Continue building a list of community members and volunteers.
- Distribute flyers at community centers, neighborhood events, and through other neighborhood organizations.
- Put up signage with contact info and opportunities to get involved.
- Knock on doors! Bring extra produce to neighbors if you can.



"Early in the season I had the opportunity to engage with new members of the parks walking group. It was expressed that they ... [were] unfamiliar with the park and all that the park had to offer. The garden and orchard was a particular surprise in such a densely populated area." — Michael Wilcox, Hunting Park Community Garden



# 03

# ORCHARD MAINTENANCE AND CARE

POP has worked on creating orchard care resources for its partners, volunteers, and the general public, and we encourage you to fully explore the blog and resource pages for thorough-researched articles and information sheets on a variety of orchard care topics. We encourage all orchard enthusiasts to sign up for the Philadelphia Orchard Group (PHOG) Google group, through which POP sends out timely updates regarding frequently seen pests and diseases.

We don't intend for this Toolkit to contain everything needed to properly care for a POP community orchard. The best way to learn is by spending time in the space, learning directly from those with experience in horticulture and agriculture, including but not limited to POP staff. We strongly encourage participation in the POP Community Orchard Resilience Education (POP CORE) training course, generally held at least once per year. Currently POP is working on online versions of this training which will be available on our YouTube channel when complete. When available, workshops will be listed on POP's Events page (https://www.phillyorchards.org/events/).

All POP partners are provided with a copy of the Weed ID Guide (which can also be purchased from our website), Pest & Disease guides for the most commonly-planted disease prone fruits (apples, cherries, peaches, pears, and plums). Consider planting other fruits that are less prone to pests and diseases!

This overview includes a brief summary of orchard care by the season and some recommended reading, and is also available in Spanish and Mandarin.

A more detailed Monthly Orchard Task List was released in 2020 - it's formatted to be printed and brought with you on a clipboard to your orchards, and we hope it is helpful!





# ORCHARD MAINTENANCE AND CARE

Consider how you will plan for your orchard's ongoing care as well as for the training of volunteers and caretakers. Will you have members of your staff/team involved in caring for your orchard site, or will you rely on a regular neighborhood volunteer group or outside volunteers? Determine how often you will meet for workdays, who needs access to tools and equipment, and how you will communicate about these scheduled days.



"Once [people] come in this gate, man, their personality is sort of more sober, subdued. It's almost like in an oratory or a rectory or some place where it's quiet all day and all you hear is birds, bees, and sometimes people conversing with each other... It's like a cathedral." — Eldredge Ragsdale, Historic Strawberry Mansion

When welcoming volunteers to your space, orient them to the site and goals for each work day. Divide larger groups into small groups (when possible) and provide appropriate guidance to accomplish intended orchard care tasks. Facilitate introductions and postworkday recap with volunteers sharing back about what they did and learned. This can help build pride in what was accomplished and reinforce what volunteers learned during the session.



### ORCHARD MAINTENANCE AND CAPACITY CONSIDERATIONS

When planning for and designing your orchard space, take into account how and when the space will be used as well as capacity for regular maintenance. POP provides design assistance and will work with you to gather and incorporate community input.

- Is there an existing team of active volunteers who will be able to commit to regular maintenance?
- Will there be less of a presence on site during certain months of the year?
- Make sure that those who will be maintaining the orchard can get access to water, tools, and equipment when needed, and that any tools or equipment can be safely stored on site.
- Ensure you have an ongoing plan for maintenance and care, especially for the hot summer months.
- Consider a succession plan what will happen if/when key staff or volunteers leave?



& Understanding about areas for neighborhood planting within the Belmont neighborhood of West Philadelphia.

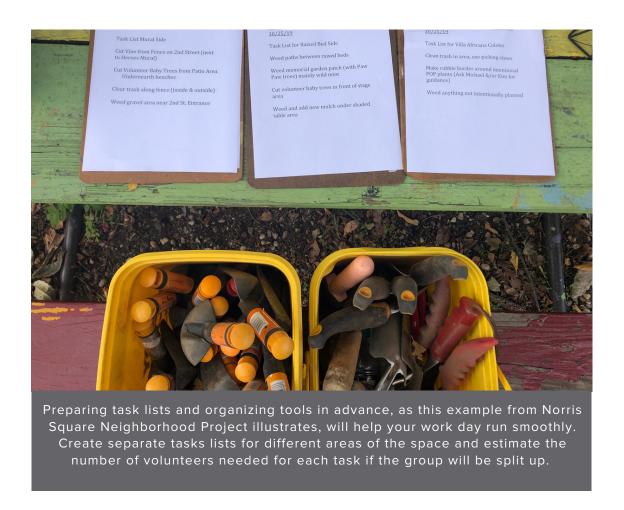


### **FACILITATING VOLUNTEER WORK DAYS**

It is very likely you will need to facilitate volunteer work days to maintain your community orchard unless you have the organizational and staff structure to do this without help. Here are a few tips on how to facilitate a volunteer work day.

#### IN ADVANCE:

- Plan the task list, with a game plan for both high and low attendance and rolling arrivals.
- One day before, email a reminder to those signed up in advance. Post updates to social media if appropriate.
- Show up early with enough tools, gloves, and other needed work day supplies.
- Bring a volunteer signup sheet that includes a waiver of liability.
- Make sure you have a first aid kit, snacks, and water available.





### **FACILITATING VOLUNTEER WORK DAYS**

#### THAT DAY:

- Have a safety talk: point out any known hazards and mention bathroom access (whether on site or not).
- Plan an icebreaker intro, provide an orientation to the site and relevant partnerships, encourage questions.
- Incorporate and share a community agreement and land acknowledgement into the
  event; as an example, <u>here are POP's created in 2020</u>. <u>Community Agreement and
  Land Acknowledgement</u> to share as part of its events.
- Plan a break. Oftentimes the middle of a work day is the best time to have your entire group present (late comers and early leavers). Consider a site tour, snack and water break.
- Provide water and snacks or let volunteers know ahead of time they'll be responsible for bringing their own water and snacks.
- If possible, co-lead the work day with another 1-3 people, dividing into subgroups and tasks.
- Make sure you take time to speak with all participants and confirm they signed in. Ask
  if they want to stay involved.
- Make sure to check in with people throughout the workday to make sure they
  understand what is being asked of them, feel welcome and included, and are working
  safely.
- Obtain photo permissions, with special attention for minors (need written permission/waiver from guardian).
- Ask participants to complete a feedback form at the end of the volunteer event.

#### AFTERWARDS:

- Call or email volunteers to thank them for attending
- Post photos of the event on social media
- Update your mailing list with new volunteers!



### MONTHLY WORK PARTIES

We find monthly work parties to be a good approach to orchard maintenance.

- To organize these, schedule them at a time that works for you and also works for either: your local community, a program you have, or a group you engage with.
- For many partner sites, setting consistent monthly dates and times have worked best to build engagement (2nd Saturday of every month at 9:30 to noon, for example), but in some cases you might set them based on a specific volunteer group's availability instead. In most cases, orchard work days are needed monthly from March/April to Oct/Nov and once in winter for pruning.
- Understand it takes time to build momentum and low turnout at first is not failure. Consider how you are getting the word out, the visibility of your postings (flyers, social media, local businesses, nonprofits, schools, churches, etc).
- Word of mouth and relationship-building is often the best and most reliable way to build local community involvement and ownership, though it takes time.
- POP created community orchard signs in 2019 which will be provided to each orchard partner; we encourage you to include information on the sign about upcoming or regular volunteer opportunities at your site so passers-by will be able to find out how to participate!





### RECRUIT A LOCAL ORCHARD VOLUNTEER (LOV)

POP likes to place dedicated Lead Orchard Volunteers with each orchard partner, and as much as possible we would love for these to be people from the neighborhoods in which these orchards are located.

 If an individual shows interest in this program, they can be trained in orchard care more rapidly by participating in some of our monthly POP work day sites, POP CORE workshops, and through orientation to our resources. Please connect anyone interested in getting involved as a Lead Orchard Volunteer by reaching out to your lead POP staff member or info@phillyorchards.org.



I can already see the Woodlands orchard growing into a community treasure. It's been a joy to take part in something that will give back for many many years to come.
Eric Stowers, Lead Orchard Volunteer at POP Learning Orchard at The Woodlands





### **CELEBRATING THE SPACE**

To honor your team's dedication to caring for the orchard throughout the year, make sure to show your appreciation! You can do this in a number of ways — from saying thank you and letting volunteers know what their efforts are contributing toward, to planning small celebrations and sharing the harvest with volunteers.

### VOLUNTEER APPRECIATION

Don't forget to show appreciation! The smallest acts of kindness and gratitude will go a long way in terms of how people feel about their experience.

- SAY THANK YOU every time!
- Include a site tour in your event — don't assume volunteers know the site or neighborhood, and make sure they feel welcome.
- Have volunteers sample something growing on site.
- Explain who will benefit from their efforts.
- Consider holding a special evening, share a pizza, have a potluck, seasonally and/or a harvest celebration at year's end.
- If you have volunteer addresses, send a thank you card at the end of the season.



After receiving a site tour, volunteers and participants at the 2018 Strawberry Harvest Festival pick fresh berries together from the Woodford Mansion Orchard in East Fairmount Park.



### HARVEST FESTIVALS OR OTHER EVENTS

Invite volunteers and neighbors to gather in the space and enjoy the fruits of your labor.

- Purchase (or grow!) food & beverage and invite attendees to bring a dish to share.
- Have activities for all ages (music, games, arts & crafts).
- Invite nearby community organizations to participate.
- Ask local businesses to donate food, beverages, or other items for the festival.
- · Make sure you ask the other planners to share and promote the event!



Al and Jena, local chefs, activists for food justice, and longtime POP collaborators, prepared a variety of delightful offerings for the June 2019 Strawberry Harvest Festival at Strawberry Mansion. Partners from East Park Revitalization and Historic Strawberry Mansion invited their supporters, friends, and neighbors to attend while guests harvested strawberries from the orchard.



## 05

### **PLAN FOR THE HARVEST**

Consider how your site will plan for the harvest together! Young orchards take time to mature, but when they do, harvests may come in large bursts. Plan for your harvest days, distribution and/or processing and preserves. Determine together what portion will leave with volunteers, what will be donated or distributed to the community, or what may be crafted into value-added products. Consider creating signage to inform volunteers and community members about when fruits will be available and what to look for as the plants ripen, or to discourage picking without permission if undesired.



Program participants harvest Trifoliate Orange, a hardy variety of citrus tree planted decades ago in front of Historic Strawberry Mansion, as part of a POPHarvestEd program in the fall of 2019. Though not edible out of hand, Trifoliate Orange can be used to flavor vinegar or brewed for tea, among other uses.



### **PROCESSING & PRESERVING**

Consider taking POPCORE 3, our workshop that covers harvesting tools, processing and preserving techniques and join us at POP HarvestEd workshops on lesser known and underutilized harvests, foodways, and techniques. Many post-harvest processing techniques are detailed through online sources and our available on our website through POP's Resource Page:

- Dried Fruit Instructions
- Fruit Leather Instructions
- Blackberry Oxymel
- Canning Fresh Fruit
- Freezing Fruits
- Fermentation and Wine Making
- Fruit Pickles
- Homemade Vinegar and Flavored Vinegars
- <u>Drying Herbs</u>







Post signage at your orchard explaining ripeness and harvest rules

- "Not ripe yet" with a picture of ripe fruit.
- "Do not pick" or "Join us on this day to pick with us."
- "Please ask before picking."
- "Open harvest! Please sample, but leave some for the rest of us."



Store produce properly for the longest shelf life

 Ideal storage conditions for different fruits and vegetables have been published by university extension offices like <u>this one</u> from Maine Cooperative Extension or <u>this one</u> on engineeringtoolbox.com

Plan for harvest and use

- Fruit Harvest Calendar
- Harvest Tracking Spreadsheet
- Volume to Weight Conversion Chart
- Invest in a scale, such as a <u>hanging</u> or <u>electronic</u> scale.

### IF YOU HAVE AN ABUNDANCE OF PRODUCE

Contact your local food bank and meal services regarding donations of excess produce.

- Coalition Against Hunger
- Philabundance
- Share Food
- Philly Food Finder

Community kitchens - inquire with local organizations such as churches, schools, community centers that may have a suitable kitchen for bulk processing. <u>Be sure to review local regulations and permits</u> that may be required to sell prepared foods.

- Philabundance Community Kitchen
- Bridesburg Commissary Kitchen Share
- <u>Liberty Kitchen</u>
- Center for Culinary Enterprises
- Shared Commercial Kitchens around PA





# SUMMARY OF ORCHARD PARTNERSHIP ROLES

The <u>document linked here</u> and described in brief below is intended to clarify the relative roles of POP, our orchard site partners, and orchard committee volunteers.

### **ORCHARD PARTNERS**

POP plants and supports orchards in collaboration with a diverse range of 'Orchard Partners', community-based organizations throughout Philadelphia that manage and maintain their orchard spaces. In most cases, these Orchard Partners have direct control over their orchard spaces, whether through ownership, long-term or renewable lease, or other means. Orchard Partners include both 'Community Orchard Partners' and 'Supported Orchard Partners'. Community Orchard Partners are those that completed POP's normal partnership application process and received POP's assistance in design and planting of their orchard space. Supported Orchard Partners include both orchard sites that existed prior to POP's support and some orchard spaces that were planted outside of POP's normal partnership process.

### PHILADELPHIA ORCHARD PROJECT

POP's primary role is to support our Orchard Partners in caring for the orchard plantings at their site. For most Community Orchard Partners, POP provides assistance with orchard design, sourcing of plants and other materials, and supervision of planting and installation. After initial plantings are complete, ongoing support services include providing access to orchard educational materials and training opportunities, consulting services and periodic site visits, and assistance with volunteer recruitment as needed. All services are offered on a sliding scale of need.

# ORCHARD COMMITTEE VOLUNTEERS/LEAD ORCHARD VOLUNTEERS

Volunteers on POP's Orchard Committee, or others with the required interest and knowledge, are assigned as Lead Volunteers to help support specific Community Partner orchards on an ongoing basis. These dedicated and knowledgeable orchard volunteers can expand the ability of POP's limited staff in providing more direct support to Orchard Partners, assisting with volunteer recruitment and leading monthly orchard care days.



### POP COMMUNITY AGREEMENT

In the spring of 2020, POP staff and board created a community agreement to uplift a commitment to mutual care, respect, justice, humility, growth, and community building in the spaces in which we collectively work. POP encourages our partners to create their own community agreement or to adopt the principles outlined below. POP encourages all POP partners and volunteers to uphold these values by doing the following:

- Respecting everyone's identity, ability, background, voice, experience, and boundaries.
- Committing to making spaces and experiences as accessible as possible: physically, socially, and personally.
- Committing to listen for understanding and create opportunities for all voices to be heard.
- Creating inclusive learning environments where people have the opportunity to both teach and learn.
- Accepting a shared responsibility to hold ourselves and one another accountable for these agreements' intent.

#### Why have a Community Agreement?

We believe every person must be personally responsible for their words and actions and recognize that they can intentionally or unintentionally cause harm to others. POP's conflict resolution practices are rooted in listening with humility, dismantling oppressive frameworks, and cultivating greater sensitivity and community care.

In the event that you have encountered an instance of language or behavior that feels oppressive or discriminatory in nature, please alert a member of the POP team for support in addressing the incident. Please also feel empowered to address the behavior directly.



# OF APPENDIX

#### **Orchard Care Resources**

- Monthly Orchard Task List
- Fruit Harvest Calendar
- Harvest Tracking Spreadsheet
- Volume to Weight Conversion Chart
- Description of Partnership Roles
- Community Orchard Partner Application
- Community Partner Checklist
- Fruit that can be grown in the Philadelphia region
- Pest & Disease Guides can be found on the Resource Page!

Forms and Templates: please make a copy of these before editing!

- Volunteer Sign-up Sheet
- Email Sign-up Sheet
- Event Sign-in and Waiver
- Photo Permission for Minors
- Event Feedback Form

Credits and Acknowledgements: This Toolkit was developed collaboratively by POP staff in 2019 and 2020, with Michael Muehlbauer playing a lead role and additional content and editing by Phil Forsyth, Kim Jordan, Alkebu-Lan Marcus, and Alyssa Schimmel. Our deep gratitude goes out to Laura Caseley, who devoted many volunteer hours to the editing and design of this Toolkit.

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