



Best Practices for Partners

Last Updated: 5/20/2026

Welcome! This guide is intended to help you - our partners - get the most benefit out of our program by consolidating the best practices we've gained from years of lessons learned.

Have something to add? We welcome your new ideas, too, to help your peers!

1) **Update your listing annually.**

- a) **Why:** Your engagement will drive more and better donations. When Donors see that you have updated your listing, that builds confidence that you are active this year.
- b) **When:** We'll send you a friendly reminder email, usually late Spring or early Summer, to update your listing. (Pro Tip: Make sure you add our email addresses to your contacts, so we don't end up in spam folders and are missed!)
- c) **How:** Log in and update your listing on pumpkinsforpigs.org by the cutoff date so Donors know what you do and don't need.

2) **Be publicly visible and easy for donors to find.**

- a) Make **signage visible** to direct Donors to your drop-off spot.
- b) **Self-promote** through social media, at farmers' markets, libraries, and other community gathering spots.

3) **Be prepared to accept donations on-site, off-site, or via a 'drop a trailer.'**

- a) **On-site:** Make sure your on-property location is visible, safe and convenient for Donors to maximize donations. If it's easy for them, they will be back.
- b) **Off-site:** Look ahead at how much space you will need, parking restrictions, and venue-specific rules, particularly in urban spaces.
- c) **"Drop a trailer:"** These are places where you can leave a trailer for a bit of time that's closer to where Donors live in suburban areas, such as neighborhood clubhouses, libraries, schools, or gyms.



4) Community Events are great opportunities to collect donations and engage the community.

- a) **Where:** Think farmers' markets, scouting events, local recreation trail days, winterfests, kids-centric events, and events at schools or libraries.
- b) **When:** We see our largest donations during the following times:
 - i) November 1 or the weekend immediately following Halloween
 - ii) The weekend days immediately following Thanksgiving
 - iii) In more transient areas like Washington, D.C., the weekend before Thanksgiving can also be very successful
- c) **How to Prepare:** To make the most of these events:
 - i) **Make and post event information at least 2 weeks before** your collection date, placing flyers at libraries, schools, local businesses, grocery stores, places of worship, and other community gathering spots such as roller rinks, gyms, YMCA, or community centers.
 - ii) **Post on social media** (don't forget Nextdoor) and on your website. Don't forget to crosspost and tag us so we can help spread the word!
 - iii) Fall Farm Tours provide a great way to advertise to visitors that you will accept pumpkins starting on November 1
- d) **Get Volunteers** to help you the day of:
 - i) Average 2 people for every 2 event hours
 - ii) Volunteers should inspect donations for mold, rot or decorations, putting these in a separate compost pile.
 - iii) You may also want volunteers to be able to speak about your organization and how the donations will benefit your animals. Donors want to know their efforts are making an impact.

5) Pick-ups are another great way to collect donations. Keep in mind:

- a) The pick-up time and specific location
- b) Parking availability, costs, and restrictions in urban areas
- c) Available space for your vehicle and/or trailer
- d) Bringing the right amount of help
- e) Use this template in your texts with picks up: Great! I/we will meet you <day, month, day> at <time> at <address> <specific spot>

6) Photos, videos, and social media help donors find your site and help us share your successes:



- a) During collections, frequently take and share photos and video of:
 - i) People you're working with, collecting from, and volunteers
 - ii) Signage in and around the location
 - iii) Don't forget to tag us when you publish!
 - b) At events make sure to follow location directions but also take and post photos and videos throughout the day with tags.
 - c) When in doubt, there is **nothing that gets people more involved than** seeing your animals, particularly **baby animals, eating** their donated food.
- 7) **When donors come on-site for feeding or tours, make sure all possible steps are taken to ensure the safety of everyone.**
Make sure to take photos and videos to post to social media or your website and tag us!
- 8) **Also consider collaborating with your local economic forum and farm bureau**
Be sure to spread the word of the success you've had with the program, that the program exists, and share the [contact](#).