



Teal Pumpkin Project

Community Captain Toolkit

Quick-Start Checklist

2026 EDITION

There is no single way to serve as a Teal Pumpkin Community Captain. Choose the activities that fit your time, interests, connections, and community.

1

Choose where to focus

Select one or more places where you can help grow participation:

- Your neighborhood
- A school or library
- A local business or community organization
- A community Halloween event or trunk-or-treat
- A local government office

2

Know the two essentials

A Teal Pumpkin participant:

- Provides non-food treats
- Displays a physical teal pumpkin or sign featuring a teal pumpkin to signal that non-food treats are available

3

Gather your resources

Download the materials you may need, including:

- Teal Pumpkin Project signs
- Non-food treat ideas
- Flyers and participation information
- Outreach email templates
- Teal Pumpkin Project map information

4

Identify people to contact

Make a short list of neighbors, school representatives, business owners, event organizers, community leaders, or others who may be interested in participating.

5

Begin your outreach

Choose the appropriate email template, personalize it, and send your invitation. When possible, explain why the Teal Pumpkin Project matters to you or your community.

6

Follow up

If you do not receive a response, send a friendly follow-up. Offer to provide resources, answer basic questions, or help the recipient choose a manageable way to participate.

7

Prepare for Halloween

If you are participating at your home or an event:

- Select non-food treats
- Keep food and non-food treats in separate containers
- Place your teal pumpkin or sign where it can be easily seen
- Add your home or event to the Teal Pumpkin Project map when the 2026 map is available

Reaching Your Neighbors

Start with neighbors and neighborhood groups you already know. Use the provided email template or share a FARE flyer through a neighborhood association, email list, or community bulletin board. Invite people to provide non-food treats and display a teal pumpkin at their homes. A brief personal explanation of why the project matters can make the invitation more meaningful. Follow up once, answer basic questions, and offer to share FARE resources.

Every teal pumpkin can become a beacon of welcome for children with food allergy.