

GR8 PASTA PUSH



FOOD DRIVE TOOL KIT

Thank you in advance for your collection efforts on behalf of Second Helpings. By coordinating a food drive, you will greatly assist those experiencing food shortages across Central Indiana.



SUPPORTING SECOND HELPINGS IN A PANDEMIC

If you'd still like to support the Gr8 Pasta Push, but access to your business and teammates is restricted, and/or you have social distancing and virus transmission concerns, consider starting a fund drive virtual team with your co-workers or making a financial contribution.

Additional details and ways to donate are available at [WISHTV.com/pasta](https://www.wishtv.com/pasta).

GETTING STARTED

Before you get started, consider the following:

- Get creative with the collection! Organize competitions; create teams and award prizes to those who collect the most.
- Choose the length and the dates during which you will host the food drive. You can run your campaign for as long as you want; we recommend 2-4 weeks. You can deliver your donated items to any sponsor collection location through Friday, November 20.
- Select a location and appropriate collection bins or boxes for your organization, e.g. high-traffic and accessible areas.

MOST NEEDED FOOD ITEMS

Second Helpings' greatest need is dried pasta with elbow macaroni and spaghetti noodles being used in the kitchen most often. Each week Second Helpings uses 1,100 pounds of pasta alone in meals.

PROMOTING YOUR DRIVE

Before the drive:

- Tell everyone about the drive.
- Send out an email, memo or voicemail announcing the kickoff date.
- Announce the drive in your invitations, newsletters and meeting announcements.
- Distribute flyers to your staff and membership.
- Let the community relations or public relations department know about the drive.

During the drive:

- Place collection boxes in high-traffic areas.
- Have some fun and decorate your collection box.
- Make sure everyone knows what's on the most needed list.
- Keep participants informed by tracking progress and celebrating successes.
- Announce when the drive is reaching its end for an extra kick.