



Hello!

Welcome to your Second Helpings food drive toolkit!

Second Helpings relies on pasta drives to bring much needed non-perishable items to our Hunger Relief kitchen.

These items don't tend to get donated through our regular sources. The shelf life is so long that wholesalers and grocery stores don't need to move it along as quickly. Second Helpings uses about **1,100 pounds of pasta per week**, so the items you collect will be put right to use feeding Indy!

The items that your organization collects will be used to create nutritious meals for neighbors who may otherwise not get a full meal that day. The meals are delivered to social services agencies in Central Indiana who serve people in need.

Meals go to shelters, senior centers, after-school programs, and, in response to the COVID-19 pandemic, also delivered to the homes of those who can't access food any other way.

Donating non-perishable items helps our volunteers and staff create healthy, flavorful food for those who need it most.

How and What to Donate

High-Priority Items: *The list below includes items that we always need to have on hand in our kitchen. (Note that bread and baked goods are not ideal because of their short shelf life.)*

While large sizes of these items are easier for us to use quickly, we can accept them in any size package.



Pasta

- Spaghetti
- Elbow macaroni

Fund Drive : *Consider supplementing your pasta drive with a fund drive. Money collected along with a pasta drive helps Second Helpings cover the cost of rescuing food and preparing and delivering meals.*

Please reach out to our Marketing and Communications Manager Emily Martin at (317) 632-2664, ext. 112 or emilymartin@secondhelpings.org with any questions about pasta drives. Financial contributions can be made online at secondhelpings.org/donate or mailed to Second Helpings: 1121 Southeastern Avenue, Indianapolis, IN 46202.

Be sure to note your food drive on the check so your group gets credit for the donation!

Drive Checklist

On your mark...

- Appoint a drive committee to handle the logistics of the drive.
 - Decide who will serve as the main coordinator and point of contact.
 - Consider appointing others who are enthusiastic about the drive. They are your champions.
- Decide if you will raise food, funds or both.
- Set a pasta drive goal.
 - Maybe it's enough pasta (1,100 pounds) to sustain Second Helpings for one week.
- Set a date. For larger drives, it is wise to contact Second Helpings several weeks before your start date so that we can assist with the planning process.
- Designate a collection spot. Where should donations be collected?
- Decide on a theme. Drives with themes can feel more focused.
- If you plan to have a kick-off event, request a speaker. A Second Helpings representative may be available to talk more about the organization and what we do.

Get set...

- Start planning your marketing campaign. How will you get the word out and get people interested in the drive?
- Check out information about Second Helpings from its website to help you find ways to describe the organization on any posters or flyers you create.
- Send out emails, memos, and newsletters to publicize the drive.

Go...

- Place your collection boxes in heavily trafficked, easily visible areas.
- Send out frequent notifications about your progress toward your goal.
 - Include a "hunger fact of the day" to help highlight the need for donations. You can find facts on the [Second Helpings website](#).
- If competing, send out frequent notifications about the progress of each team.

At the finish line...

- Call Second Helpings to schedule your drop-off or arrange a pickup. If you decide to drop off your donations, please give at least 24 hours' notice before you come by.
- Share your success and thank those who participated.
- Evaluate your drive.
- Set a date for your next drive.

Engagement Ideas

- **Encourage participation:** What would happen if everyone in your office or neighborhood donated at least one box of pasta? How much could you collect? Having a goal of 100% participation might seem like a lofty one but remember that peer pressure can be a good thing if it's focused on a positive goal like this one!
- **Bag Hunger:** Engage your community and challenge them to fill a grocery bag with pasta and bring it to a drop-off point.
- **Get Competitive:** Sometimes the best drives are the result of a little friendly competition. Consider having different neighborhoods, teams, or other groups compete against each other. Bragging rights are often enough, but maybe you could sweeten the deal with ice cream, pizza or a trophy for the winners. Either way, friendly competition sparks participation!
- **Educate everyone:** Some of the most successful drives are ones where participants truly understand what Second Helpings does and why we do it. Need more information? [Check out our website.](#)
- **Be social:** Don't underestimate the value of social media sites like Facebook, Instagram, and Twitter. Posting online can provide you with a quick and wide-reaching ability to get in touch with your community. Don't forget to use #FeedIndy so Second Helpings can engage with your posts!
- **Set goals:** The very first thing you should do is set a goal for this year's drive. When setting that goal, think about the total pounds you would like to raise as well as participation levels. Sometimes aiming for 100% participation is as effective as aiming for a certain number of pounds. Assign your goal to the mission – maybe you want to collect enough pasta to sustain Second Helpings for a week or month.

Contact Information

E-mail or call Second Helpings with questions about your drive or to have your donations picked up.

Planning a drive:

Emily Martin
Marketing and Communications Manager
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(317) 632-2664, extension 112

Arranging a food drive pickup:

Jon Meinert
Director of Food Rescue and Transportation
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