

## “Gr8 Pasta Push” Group Checklist

### On your mark...

- Appoint a drive committee to handle the logistics of your 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 pasta, funds or both.
- Set a pasta drive goal.
  - 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!

### Get set...

- Start planning your marketing campaign. How will you get the word out and get your team interested in the drive?
  - Sometimes the best drives are the result of a little friendly competition. Bragging rights are often enough, but maybe you could sweeten the deal with ice cream, pizza or a trophy for the winners.
- Use our **flyer** to promote your drive.
- Educate everyone: Some of the most successful drives are ones where participants truly understand what Second Helpings does and why we do it.
- Send out e-mails, memos, and newsletters to publicize the drive.

### Go...

- Place your collection boxes in heavily trafficked, easily visible areas.
  - Bag Hunger: Challenge everyone to fill a grocery bag with pasta and bring it to a drop-off point.
- Send out frequent notifications about your progress toward your goal.
  - Be social. Don’t underestimate the value of social media to get in touch with your community. Don’t forget to use #FeedIndy so Second Helpings can engage with your posts!
- If competing, send out frequent notifications about the progress of each team.

### At the finish line...

- Submit the Pasta Collection Form to let us know you have food to donate and we can coordinate a pickup with you.
- Share your success and thank those who participated.