



Welcome to your Second Helpings Food Drive Toolkit!

This toolkit gives you all of the resources you'll need to organize a successful food drive. Read through the document, or quickly reference information by clicking one of the following sections:

[What to Donate →](#)

[Engagement Ideas →](#)

[Contact Information →](#)

[Digital Marketing Templates →](#)

[Drive Checklist →](#)

[Print Flyer →](#)

There's nowhere else your donation is going to make a bigger impact across central Indiana.

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

The items your organization collects will be used to create nutritious meals for neighbors who may otherwise not get a full meal that day. Meals go to shelters, senior centers, after-school programs, and more.

Take a Look at our Wish List

We appreciate all donations, but the items below have the biggest impact in our Hunger Relief program, where we prepare more than 1,000 sandwiches a day. While large sizes of these items are easier for us to use quickly, we can accept them in any size package:

- #10 Canned Goods (tomato products, vegetables, and beans)
- White Rice
- Brown Rice
- Peanut Butter
- Jelly
- Mayonnaise
- Mustard
- Canola Oil
- Canned Soup

Consider Donating Funds

Second Helpings fights hunger and poverty by rescuing millions of pounds of food, providing more than a million free meals to Indy nonprofits, and training dozens of people for careers in the culinary industry every year. The money you raise will help cover the costs of operating these programs.

Financial contributions can be made on our website or mailed to our building. Be sure to note your food drive name on the check so your group gets credit for the donation!



secondhelpings.org/donate



1121 Southeastern Ave. | Indianapolis, IN 46202

[Click here to create an online fundraiser →](#)

We're Here to Help

Whether you are in the planning stages or are ready to deliver your items, we're here to help you at any point. Just reach out to us!

Planning a Food Drive:

Lisa Parker, Front Desk Resource
Coordinator
lisa@secondhelpings.org
(317) 632-2664

Arranging a Food Drive Pickup or Drop-off:

Jon Meinert, Director of Food Rescue
and Transportation
jon@secondhelpings.org
(317) 632-2664 ext. 122

Your Checklist for a Successful Drive

We've outlined some steps for a successful food drive. Be creative and find what works best for your team!

On Your Mark...

- Appoint a 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.
- Decide if you will raise food, funds or both.
- Set a food drive goal.
- Set a time frame. For longer drives, it is wise to contact Second Helpings several weeks before your start date so that we can assist with the planning process.
- If you plan to have a kick-off event, [request a Second Helpings representative](#) to talk more about the organization.

Get Set...

- Request a collection box from Second Helpings to use for your drive.
- Start planning how you will get the word out and get people interested in the drive.
- Print out the flyer attached to this toolkit and hang up copies around the building.
- 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 towards your goal.
- If competing, send out frequent notifications about the progress of each team.

At the Finish Line!

- Call Second Helpings to schedule your donation delivery or pickup between 8 AM and 4 PM. If you decide to drop off your donations, please give at least 24 hours' notice before coming by. Please note that our dock is closed from 12:00-12:30 PM.
- Share your success and thank those who participated.
- Consider scheduling a tour or volunteer shift at Second Helpings to see where your donations are put to use.
- Evaluate your drive and set a date for your next one!

Our Tips for a Successful Drive

Need help rallying people to participate in your drive? We've listed some strategies to get the most engagement:

- **Encourage Participation**

What would happen if everyone in your office or neighborhood donated at least one item? How much could you collect? Having a goal of 100% participation might seem like a lofty one but peer pressure can be a good thing if it's focused on a positive goal like this one!

- **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!

- **Bag Hunger**

Engage your community and challenge them to fill a grocery bag with donations and bring it to a drop-off point.

- **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](#) or [request a speaker](#).

- **Set Goals**

When setting a 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. Connect your goal to the mission—maybe you want to collect enough donations to sustain Second Helpings for a week or month.

- **Be Social**

Don't underestimate the value of social media. Posting on your page is a quick way to reach a wide audience. **See the next page for social media and email templates to spread the word.**

Need Messaging to Get the Word Out?

Here's some suggested messaging you can use!

Facebook/Instagram:

You Can Help Fill Plates and Change Lives

We're teaming up with @SecondHelpings, a local nonprofit that rescues over 4 million pounds of food each year and turns it into 1.3+ million nutritious meals for neighbors across Central Indiana.

Right now, you can help by donating items that go into more than 1,000 meals a day: #10 cans of tomato or bean products, white rice, brown rice, peanut butter, jelly, mayo, mustard, canola oil, canned tuna, canned soup

Drop off at: [Insert location]

Now through: [Insert end date]

Prefer to give online? secondhelpings.org/donate

Your donation helps fight hunger, reduce food waste, and support adults in free job training programs that lead to lasting employment.

#SecondHelpings #FoodDrive #FightHunger #LessWasteMoreImpact #IndyCares

LinkedIn:

This month, our team is proud to support Second Helpings, a nonprofit creating change through food and opportunity.

Second Helpings rescues more than 4 million pounds of food each year and turns it into over 1.3 million meals for shelters, senior centers, schools, and more. They also have a free culinary job training program to help unemployed and under employed adults interested in beginning culinary careers.

We're collecting shelf-stable essentials that help prepare thousands of meals a day for people in our community:

The wish list: #10 cans of tomato or bean products, white rice, brown rice, peanut butter, jelly, mayo, mustard, canola oil, canned tuna, canned soup

Bring donations to: [Location]

Deadline: [Insert date]

Or donate online: secondhelpings.org/donate

Together, we can create less waste, less hunger, and more opportunity in our community.

#SecondHelpings #FoodRescue #JobTraining #CommunityImpact #CSR
#IndyGivesBack

X / Twitter:

We're collecting peanut butter, jelly, mayo, mustard AND rice + pasta for @SecondHelpings!

They turn rescued food into 1.3M+ meals/year for our community.

Drop at [location] by [date]

secondhelpings.org/donate

#FightHunger #FoodDrive

Internal Newsletter Blurb:

Subject line: Help Us Collect Much Needed Items for Second Helpings

We're proud to support Second Helpings, a local nonprofit that rescues surplus food and turns it into over 1.3 million meals each year, all free to Central Indiana nonprofits.

They also run a free Culinary Job Training program for adults building new paths forward.

Join us in collecting high-impact pantry staples that go straight into the meals they prepare:

- #10 cans of tomato or bean products
- White rice, brown rice
- Peanut butter
- Jelly
- Mayo
- Mustard
- Canola oil
- Canned tuna
- Canned soup

Drop off donations at: [Insert location]

Now through: [Insert date]

Give online at: secondhelpings.org/donate (note our drive name!)

Let's make a big impact together.



Help Us Fight Hunger Across Central Indiana!

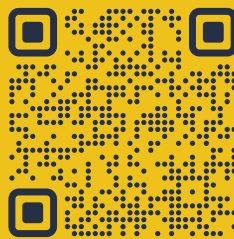
Donate Food From Our Wish List

We appreciate all donations, but these items have the biggest impact in our kitchen:

- #10 Canned Goods (tomato products, vegetables, and beans)
- White Rice
- Brown Rice
- Peanut Butter
- Jelly
- Mayonnaise
- Mustard
- Canola Oil
- Canned Soup



Make a Monetary Donation



Just \$2.21 provides a meal for someone in need.

secondhelpings.org/donate

Learn About Second Helpings

Second Helpings relies on food drives like yours for critical, non-perishable food to prepare nutritious meals in our Hunger Relief kitchen. We prepare more than 5,000 meals a day, so the food you collect will be put right to use fighting hunger in central Indiana!

Your donations will be used to create nutritious meals for people in our community who may otherwise not get a full meal today.

Nutritious meals are distributed to 100+ agencies across central Indiana, like homeless shelters, senior centers, after-school programs, and more.