



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

Take a look at our wish list of food items or learn about how to support us financially.



Contact Information

Do you need help planning a drive?
Are you ready to bring your items in?
Figure out who to contact for help.



Drive Checklist

We've listed all of the steps you need to have a successful drive.



Engagement Ideas

Need help rallying people to join in your drive? We've listed some tips to get the most engagement.



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.



Peanut Butter



Jelly



Mayonnaise



Mustard

Consider Doing a Fund Drive

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

Interested in creating your own online fundraiser?
Click here to get started.



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? Contact Megan.

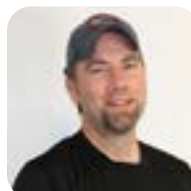


Megan Bennett, Marketing and Communications Manager

mbennett@secondhelpings.org

(317) 986-6554

Arranging a Food Drive Pickup or Drop-off? Contact Jon.



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.





Help Us Fight Hunger Across Central Indiana

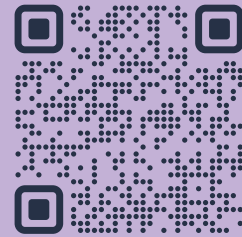
Donate Food from Our Wish List


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

- Peanut Butter
- Jelly
- Mayonnaise
- Mustard
- Canola Oil
- White Rice
- Brown Rice

Make a Monetary Donation

Just \$1.73 provides a meal for someone in need.



 secondhelpings.org/donate

Learn About Us

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.

 secondhelpings.org