

#FEEDINGTHEFRONTLINES TIP SHEET



Getting Started

- Determine what menu items make the most sense. It's OK to be selective and choose one or two specialties that will help you to manage back-of-labor and that will be optimal for delivery.
- Consider a GoFundMe or another online payment service (e.g., Square) that will make it easy for your restaurant to accept donations.
- Clearly state your intentions. Some examples:
 - *Please help us to provide meals for doctors and staff working at (insert name of facility). Your donation of \$XX will help us prepare XX meals.*
 - *We are working to provide meals to staff at (name of facility) throughout the next month. For every meal you buy, please consider paying it forward to purchasing a meal or a gift card that will be donated to frontline staff and other essential workers in the coming weeks.*
- Call the hospital or facility where you intend to donate meals in advance to make them aware of your plans and confirm logistics. Questions to ask:
 - Is there a day/time that is better to provide meals?
 - Any particular guidelines to follow? Explain your plans for packaging and handoff.
 - Is there a designated drop-off location?

Publicize Your Effort

Social Media

- Social media is a great way to get the word out fast. Upload and share these images on your restaurant's social media (Facebook, Instagram and Twitter).
- Add the details about your effort in the caption and encourage others in your community to spread the word and share the post.
- Tag the hospital or organization you will be donating meals to and use the appropriate hashtags (e.g, #FeedingtheFrontlines) to bring more attention to you efforts.

Local media

- Share a news release with local media in your community and ask them to help spread the word.
- Use the news release template, filling in details about your effort and how the community can help.
- If you need help identifying media contacts in your community, please contact sarah.peterson@genmills.com.

Signage/Flyer

- Download and customize the flyer to share details about your effort.
- Print the flyer and post in your restaurant where customers will see it when they pick up orders.
- Share a copy with all outgoing delivery orders.