



Sample Food Pitch

From the Food Team Workbook

www.kaboom.org

"Hi, my name is (Sarah) and I live down the street. How are you this afternoon?"

"Great. I wanted to talk to you about a playground project (at the corner of 3rd and Charles Street). Maybe you've read about us in the paper! It's a collaborative effort between (the Neighborhood Association) and several other community groups. (Name of Sponsor) has given us a challenge grant of (\$5000), and we are really excited about rising to that challenge and generating support for this project from within our community. Many organizations and businesses have already pledged to provide time, money, building materials, childcare, and other important components. The playground itself was designed by neighborhood kids, and volunteers will be building the structure on (Date) with the help of a professional installer. As you can imagine, that's hungry work! We are currently looking for community businesses to provide food for the build volunteers. There will be approximately (100) adults and at least (50) children participating in the project from (Friday, June 1) to (Sunday, June 3). All sponsors will be recognized throughout the event-in front of every volunteer, media representative, and community leader who attends. We still need lunch for volunteers on that (Sunday). Do you think you would be interested in providing this meal?"

If yes: "Great! So you will donate (lunch) for (150) people on Sunday, June 3?"

"And what will that lunch consist of?"

"Can you also provide beverages and plates?"

"Will you be able to drop the food off at the site, or should we pick it up from your store?"

"Terrific. Thank you very much! If you could help me fill out this brief form, I will follow up with a letter confirming your donation and giving you more background information on the project. Can you give me your mailing address?"

"We really hope that you'll be able to come out and see this incredible community build. Once again, thank you very much and have a nice day."

If no: "Would you be interested in helping out some other way? We're also looking for gift certificates from local businesses for a community raffle, and we'd like our playspace flyers to be displayed in shop windows".

If still no: "Can you think of anyone else who might be interested? Thank you so much for your time, and let your employees know that we're always looking for volunteers!"