The Official 5-Step “How To” Guide

Join us as we aim to feed those in need across the country

Check off the items as you have completed them.

1. Create an item that is specific to your restaurant
   - Give item a name. ex: “Bowl of Hope”
   - This item should:
     • Have a good profit margin and be easily executed
     • Be a balanced meal (think protein, vegetable, starch etc.)
     • Be approximately 14-16 oz serving
     • Be able to be served hot or cold

2. Reach out to the community! Find organizations who focus on fighting food insecurity
   - Contact local shelters, rescue missions, and organizations that help fight food insecurity in your community, particularly seniors who are at highest risk of COVID-19 & often in the most need
   - Questions to ask:
     • Are you able to take and distribute pre-made food?
     • When do you distribute food (day/time)?
     • How many people/families do you regularly feed?
     • Would you be able to pick the food up, or would you need it delivered?
     • Do you need a vegetarian option? If so, how many?
3 Training & execution

- Create a “how-to-build” guide for easy and consistent execution
- Create any necessary recipe cards
- Create a label for your item that lists the following:
  - Contents of item
  - Best by date/time
  - Reheating instructions (optional)
- Teach staff what Plating Change is and about your restaurant specific item
  - Make sure to distinguish the difference between hunger and food insecurity
- Create language for point of sale (POS) employee to use to promote donations at register
  - Ex: “Would you like to donate to Plating Change today to help our neighbors who suffer from food insecurity?”
- Teach employees how to accept donations and track donations on register

4 Documenting & marketing

- Take pictures of your item for marketing assets
- Promote on social media and in store
- Take pictures when making donations if possible

5 Tracking donations

- Before beginning this program, please consult with your accountant or tax advisor
- Create donation button on your POS system so guests can easily donate
  - Ex: $1, $5, or round up change to nearest dollar amount
- Create a donation fulfilled button on your POS system so you can track when and how many donations you have fulfilled
- Ask the donation organization for the following paperwork for tax purposes:
  - W-9
  - A statement on their letterhead detailing the donation received