



# 2024 GREAT PIZZA GIVE BACK



## WRITE A BEST-IN-CLASS APPLICATION:

Here are the **three things** that will help your application stand out with tips to help you craft captivating answers. Plus, you can see excerpts of winning applications with judging panel input for added inspiration.

### 1. DETAIL



Get into the nitty-gritty of the good you do.

#### APPLICATION QUESTION:

Tell us how this operation has helped support or improve its local community.



- Get into the details about the different programs you support, people you help and any personal stories about lives you've changed in the process

- Share how long you've been supporting each of the causes you contribute to

### 2. PASSION



Let us hear your heart come through.

#### APPLICATION QUESTION:

Tell us about yourself, your team and your business.



- Consider your dedication to doing good. What are some ways that commitment comes through in the team that you hired?

- How long have you been in business? Is it a family affair that dates back decades or is your passion for pizza newly realized?

### 3. UNIQUENESS



Celebrate what makes your business stand apart.

#### APPLICATION QUESTION:

What makes this pizza operation stand out from others?



- What personal touches do you add to your pizza experience that make it uniquely your own and memorable to customers?

- How do you do things differently at your operation?



- Are your answers complete? (incomplete applications will be disqualified)
- Are your answers thoughtful and thorough? (provide the details that prove the extent of your commitment)
- Did I rush this? (If you answered yes, pause. Don't submit—a best-in-class application can't be done in a hurry)

# WINNING APPLICATION EXCERPTS AND JUDGE'S INSIGHT



2024  
**GREAT PIZZA**  
— GIVE BACK —

## 1. DETAIL



### APPLICATION QUESTION:

Tell us how this operation has helped support or improve its local community.

“We’ve sponsored little league and youth sports teams for 30+ years and offered local teachers half-price for pizza for 30+ years. We’ve been donating pizza for 20+ years to Daybreak, the local runaway shelter, so those kids can have a pizza night, too. We donate pizzas to monthly meetings of FOA Friends Of Addicts, a support group for family and friends of recovering addicts. We installed solar panels for part of our energy needs and volunteer to help educate others on how to go solar. And for the past 20 years during the holidays, we drive around rewarding everyone who brightens the neighborhood and their home with decorations and lights with a pizza gift certificate. And ultimately, by simply trying to have a nice, sincere pizzeria with great food that the neighborhood can be proud of.”

### What makes this best-in-class:

- Detailed examples of what programs they support in the community
- Specific years of commitment to each program
- Detail of how their effort in the community relates to their mission as a pizzeria

## 2. PASSION



### APPLICATION QUESTION:

Tell us about yourself, your team and your business.

“We have been in business for 50 years and I have owned and operated it for 4 years. My team consists of domestic abuse survivors, former felons, Native Americans, veterans, substance abuse survivors, and friends from the special needs’ population.”

### What makes this best-in-class:

- Calling out their approach to hiring diverse backgrounds and those who may have difficulty finding a job
- Demonstrates their passion for progress within the community from inside the walls of their restaurant



## 3. UNIQUENESS



### APPLICATION QUESTION:

What makes this pizza operation stand out from others?

“We are an inner-city pizzeria and stand out as a long-time champion and contributor to the neighborhoods we serve. Plus, we make our own dough (and even make dough for other restaurants), cut our own vegetables, blend our own sauce, and offer a veritable cornucopia of traditional and gourmet pizzas.”

### What makes this best-in-class:

- Effectively communicated the pride that their business and its employees take in crafting pizzas to serve the community
- The care and attention to detail in describing the pizza-making process stood out to our judging panel

**APPLY NOW**