



# 2025 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?



- ☐ 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 yet—a best-in-class application can't be done in a hurry)

# WINNING APPLICATION EXCERPTS AND JUDGE'S INSIGHT



2025  
**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 the local runaway shelter, so those kids can have a pizza night, too. We donate pizzas to monthly meetings of 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.

“From the outside, we look like your normal small-town gas station. But once you walk inside, you’ll see we’re much more than that. With a specialty coffee/tea/smoothie shop to the left, your typical gas station in the middle, and if you turn to your right and walk into the next room, you’ll see our pizza parlor. We make our dough in-house, along with our sauce, and people have traveled from all over to come through our “speed trap” town, slow down, fuel up, and fill up with delightful food, convenience, and caffeine. We’re much more than a gas station; we’re a place where three different types of customers get the change to cross paths and gather. Local members of our community come from work, school, or just to converse, and travelers stopping through get to experience a small-town family business doing our best to spread kindness, supply jobs, and give back to our community every change we get.”

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

- The detailed description of their establishment conveys the passion they feel about it and what makes it so special to customers.
- They have shown how their pizzeria fits into the community and the appeal it has far beyond.

## 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**

