



## Program Overview for Organization

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Conduct a Dining to Donate event with Applebee's on a Monday, Tuesday or Wednesday—from open until close.

Your organization gets the word-out, promotes it on all platforms and hands out personalized vouchers (Applebee's provides the electronic copy, your organization is in charge of printing) for your guests to bring while they dine.

Any guests that dines with us on your designated day & provides us with their voucher, will have 10% of their check (before tax and gratuity) given back to your organization.

**Remember, it is your organization's responsibility to market your fundraisers AND explain to your guests how it works—that they must dine with us on your given day (from open until close) AND provide us with their voucher. *\*\*without providing us with their voucher, upon paying their bill, 10% of their check WILL NOT be given back to your organization!***

### Applebee's Responsibility

- Provide hard copy templates:
  - Flyers
  - Vouchers
- Provide electronic flyers & vouchers to be shared on social media
- Provide the venue
- Count receipts submitted with vouchers & put in the check request for donation amount ***\*\*it will take about a month to receive your check***

### Organization's Responsibility

- Advertise and promote event utilizing templates.
- Print and hand out vouchers to your supporters.
- Provide event supervisors to be at your choice Applebee's during prime hours of your event (lunch, 12-2pm & Dinner, 6-8pm)
- Contact **restaurant** one (1) week prior to event to confirm & provide restaurant with anticipated turn-out.

### Cost

- These event only make you money, they do not cost you a thing!

## Action Items

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### Pre-Event

#### 4-5 weeks before event:

- Review vouchers & flyers
- Determine your designated volunteers to supervise event during prime hours of lunch/dinner
- Determine your marketing plan—begin advertising event
  - Develop posters
  - Share on all platforms of social media
  
- Copy and hand-out vouchers to friends, family members...anyone supporting your organization!

### Pre-Event (continued)

#### 1 week before event :

- Call your Applebee's location to confirm event
- Discuss your event expectation with manager (# of people you expect)
- Confirm volunteer duties, if you will have a volunteer(s) there during prime times
  - Ensure guests know how the event works
  - Greet your supporters, say thanks for their support

#### General Rules:

- No vouchers are to be handed-out on the Applebee's premise
  - Guests must come prepared with their voucher
  - NEW\* guests may show their electronic copy upon paying—guests should confirm server will attach a slip to their receipt, to ensure it is counted towards the organization donation
  - Organizations may NOT solicit guests into using their checks towards the 10%-- only guests checks that specifically came for your event, should be counted towards your donation total.

\*\*IF ORGANIZATIONS ARE CAUGHT BREAKING ANY OF THE RULES LISTED ABOVE, YOUR APPLEBEE'S HAS THE RIGHT TO VOID THE EVENT ALTOGETHER, CHOOSING NOT TO DONATE AT ALL

### Tips for a Successful Event

- Recruit volunteers to pass out vouchers & flyers in advance of event date—have them share on social media, have them be INVOLVED!
- Designate a contact person so people interested in supporting your organization may inquire about your event date.
- If used, place posters in high traffic areas; be sure to include your organization's contact information.
- Utilize all forms of social media... market, market, MARKET! ☺

### Post-Event

- Contact local Marketing Coordinator & share some pictures!

