



# Program Overview

Held on select days of the week (Mon/Tues/Wed), your non-profit organization spreads the word to supporters, encouraging them to order Applebee's "To Go" on your designated event day via applebees.com or our mobile app. At online checkout, supporters enter code 'DOINGOOD,' which flags their transaction as a supporter of your cause on event day and 15% is donated back to your organization after the event.

## KEY ITEMS:

The 'DOINGOOD' code will deduct one (1) penny from each supporter's order total online at applebees.com. This is our way of "flagging" event orders to separate them from other "To Go" orders the restaurant receives that day. Please be sure your supporters know this, so they are not confused.

In order to participate in the fundraiser, your supporters must order from either **applebees.com** or our mobile app and enter the correct code at checkout. Phone-in orders will not be counted toward donation.

15% donation will be sent via check within 30 days.

### Applebee's Responsibility

- Provide your organization with electronic flier with your event information included-- organization name, date of event, Applebee's location, code to use at checkout, etc.
- After your event, run a report for all flagged checks from your supporters, calculating the 15% owed back to your organization. Once the number is reported, a check request will be submitted-- your organization will receive their donation within approximately 30 days of the event

### Organization's Responsibility

- Advertise & promote your event to your supporters
  - The **majority** of supporter participation is the responsibility of your organization. Applebee's will provide one Facebook post, on your local Applebee's FB page but cannot allow solicitation on premises
- We will provide an "electronic" flyer that can be emailed to your supporters, post on social media, etc. If your organization wishes to print fliers and distribute you may do so but they may not be distributed at the restaurant
- Ensure that your supporters understand how the event works-- valid for "To Go" only via applebees.com or our mobile app (not valid on call-in orders or for delivery), "DOINGOOD" code must be used so that checks are flagged for the donation and note that they will see a one cent
- Contact restaurant one (1) week before your event to confirm and provide estimated event "turnout" (if you've set the event up with a system for tracking who will support). We recommend creating a Facebook event, where your supporters can RSVP. This helps us prepare for the volume of sales

### Cost

- There is no cost to your organization-- you simply make money!





## Action Items

### Pre-event

Once the event is booked, determine a marketing plan to maximize participation by supporters

- Consider how your group will reach out to supporters to promote the event – email, website links, Facebook
- We recommend setting up Facebook events which will help gather RSVP's and give your organization an idea of how many event orders you might anticipate
- HINT: Supporters can place their orders up to two weeks in advance and we highly encourage it! This allows not only for our teams to be prepared for the volume, but also, ensures your supporters don't forget!

One week before your event:

- Tie-up any last-minute marketing efforts; remind your supporters of the date and how the event works!
- Contact the Applebee's restaurant that is "hosting" your event, ask to speak with the manager on duty & confirm your event, letting them know your expectations (approximate # of supporters)

### Post-event

We will report the amount raised within one(1) week, however, the donation check may take up to 30 days. Please email Kaitlyn at [kczerwonka@tlcannon.com](mailto:kczerwonka@tlcannon.com) if you have questions about calculations or payment

### General Rules

- It is your organization's responsibility to promote the fundraising event & ensure guests understand how the event works. Only "To Go" orders using the code "DOINGOOD" at the correct Applebee's location (the location you scheduled your event at), on your scheduled date, will be counted towards the 15% donation
- Due to our no solicitation policy, events may not be advertised or solicited in the restaurant or on the property

