

Non-profit organizations book events on select Mondays, Tuesdays or Wednesdays. The 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.

Supporters order Applebee's To Go on your scheduled day and enter the promo code DOINGOOD at checkout.

20% of checks with the promo code applied is donated back to your organization!

Applebee's provides the venue, customized printable vouchers, social media assets and an online event page. Applebee's also mails the check for the total amount raised to your organization within a month of your event.

Non-Profit Organizations:

Advertise + promote the event with the provided printable vouchers + digital assets
Contact the **restaurant** one (1) week prior to event to confirm & provide restaurant with anticipated turn-out.

Tips for a Successful Event

Pre-Event

- Once the event is booked, determine a marketing plan to maximize participation!
- Consider how your group will reach out to supporters to promote the event – email, website links, Facebook, Facebook events, etc. Due to our no solicitation policy, events may not be advertised or solicited in the restaurant or on the property.
- Supporters can schedule their orders up to two weeks in advance! Remember, they must schedule their order for the date of your event.

One Week Before Event

- Tie-up all marketing efforts; remind your supporters of the date and how the event works!
- Contact Applebee's and speak with the manager about the approximate # of supporters you expect.

If you have any questions about the amount raised or payment please email Karen Fincher at kfincher@tlcannon.com.

FAQ's available on TLCneighborhood.com.