

• **What is a Chicken Dijon's Fundraiser?**

We are ready to help you raise money with a Fundraising Event. These events are easy to set up, fun to attend and everyone who participates gets to enjoy Chicken Dijon's delicious menu. Most importantly, 15% of all food purchases generated (pre-tax, alcohol excluded) by your Fundraiser will be donated to your 501(c)(3) nonprofit organization or school!

• **Here's How it Works:**

Together, we'll come up with a date for the Fundraiser and put it on our calendars. Chicken Dijon will provide you with a flyer detailing all event information for you to copy, distribute and email to all your local supporters.

• **Let the Fun Begin!**

Guests who are participating in the Fundraiser will order food and beverages (pre-tax, alcohol excluded), from Chicken Dijon's on the designated date. Guests can dine in the restaurant or order food for pick up and delivery. Menu items are regularly priced (no discounts). **Guests MUST mention that they are participating in the Fundraiser when they place their order for it to count toward the event.**

• **A Successful Fundraiser in 6 Easy Steps:**

We are excited that you are planning your fundraiser with us. Here are 6 easy steps to follow to ensure that you get the most out of your event.

1. Plan ahead – Chicken Dijon's requires 45-30 days advanced notice when booking. This allows you to plan your event at least one month in advance so you have enough time to get the word out to all your family, friends and local supporters.

2, Submit your Fundraiser Application, Not-profit (501)c(3) tax exempt letter, logo in jpg format & get it back to Chicken Dijon's – so we can get you the proceeds from your fundraiser within two weeks after the event.

3. Get your pre-designed flyers in email from Chicken Dijon and spread the word. Make sure that your guests understand that they need to mention the fundraiser to their server or phone salesperson when placing their orders to enable their bill to be counted toward the eligible revenue.

4. Get the word out! Here are a few promotional ideas that have been successful for other organizations that you can use to make your event a success:

- School or organization website announcements or email blasts
- Newsletters
- Word of mouth
- Flyers handed out everywhere (classrooms, lunch rooms, sporting events, etc.)
- School loudspeaker or sports PA announcements
- School or organization calendars
- Facebook and Twitter

5. Make it a friendly competition! Get additional classes involved. Your school can also provide incentives to generate participation such as:

- No uniform or dress down day with receipt from fundraiser
- No homework for participating students
- A free hall pass or extra credit points
- Prizes for the class with the most participation

6. Remember: the more people who participate, the more money your organization gets back in return!

HELPFUL REMINDERS

- ✓ Pre-planning the date in advance work best for Chicken Dijon. This will help coordinate the best days and anticipate extra help if need be.
- ✓ Flyers may not be distributed in the restaurant prior or during your event. Doing so will immediately terminate the fundraiser from proceeding.
- ✓ Do not leave flyers in a public area (parked cars, mall food court, etc.), instead give to actual supporters of your organization.
- ✓ You may not put flyers in mailboxes as it is illegal to do so.
- ✓ ALL Fundraiser donations are subject to full menu price sales, other discount offers are not valid on fundraiser days.
- ✓ Do not create any additional materials with the use of the Chicken Dijon name or logo. Do not release information to the press without express approval from Chicken Dijon.
- ✓ After your event, a check will be cut for 15% of the sales from the event (excluding tax, gratuity and gift card purchases). Chicken Dijon will have it available to you within 2 weeks of the event.
- ✓ If you would like to provide a logo (JPG format required) or written tagline, you are welcome to do so, but keep in mind it must be short in length due to limited space available on the flyers.
- ✓ Instead of a school or team, we can list the word “organization” as an example for the group or any other wording you wish to list per the entity.
- ✓ Chicken Dijon encourages you to post on your website, social media or email if you have the means.

We look forward to working with you!

THANKS SO MUCH FOR CONSIDERING CHICKEN DIJON FOR YOUR FUNDRAISING NEEDS!!



FUNDRAISER GUIDE

Corporate Fundraiser: 909 Aviation Boulevard, Suite 5, Manhattan Beach, CA 90266
tel: 310.542.1703 :: fax: 310.341-3290 :: email: info@chickendijon.com

Chicken Dijon location: _____

Dates of interest: _____

Dine In Delivery & Carry Out Both

Name of School or entity: _____

Purpose of Fundraiser: _____

Address (for funds delivery, if different): _____

Contact: _____ Contacts Position: _____

Contacts Address: _____

Business Phone: _____ Cell: _____

Email Address: _____

Website: _____

How did you/ they hear of us: _____

What department are you/they involved with: PTA, PTO, Booster, Athletic, other _____

- Note one fundraiser per every 3 months per entity is offered.
- May book all day to include dine-in, delivery and carry out for best results.
- Advanced booking required generally 6 weeks in advance to plan and market properly.
- Review/discuss client means of marketing. Such as, email, posters, flyer handouts etc.
- Non profit 501(c)(3) tax exempt letter to be on file per entitiy. Exemption only allowed with prior approval.
- Please discuss needs with your contact. Items will be approved by email, please consider email marketing which is a great tool to spread the word. Email 1-2 days prior to fundraiser as a reminder.

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CORPORATE OFFICE USE: CHECKLIST-List Dates

Previous dates booked: _____

Manager called for Fundraiser availability? Date: _____ Date BOOKED: _____

Logo Requested: _____ Logo Received: _____ Tax Exempt Letter received: _____

Information sent to Marketing: _____ Proof received from Marketing for client approval: _____

Client approval due within 7 days. Approval Rcvd: _____ **Date Check sent:** _____ **Sales: \$** _____