



FUNdraiser Tips for Success

D I N I N G F O R D O L L A R S

Personally delivering and chatting about the event is by far the best way to get people to come to your day at The Distillery. Friends, family and volunteers are the perfect resource for this type of event. Encourage them to hand the fliers out at work, meetings, etc...

Averages of 33 fliers are returned for groups that distribute up to 500 fliers. Averages of 51 fliers are returned for groups that distribute up to 750 fliers. These numbers are just estimates. Ultimately, the enthusiasm with which the organization promotes the event is the biggest factor in a successful FUNdraiser.

Think about when to pass out your fliers. Distributing fliers to your supporters 1-2 weeks in advance is optimal. You will receive an electronic version of your flier three weeks in advance so you have enough time to print and/or email.

For those that you can't hand out personally, attach a personal note. "There's a new kind of FUNdraiser in town that is so easy! You have to eat right?! Well, you can feed your family and support <organization> at The Distillery on <date> with the attached flier. Don't forget the flier! The more you eat, the more money we raise, as 20%* of the food total of each check is donated back to <organization>. The FUNdraiser is all day long. If you have friends, family and co-workers that want to have lunch, dinner or carry-out, send them in with a photocopy of this flier. Many thanks in advance from <organization> for your support and for dining at The Distillery on <date>."

Have realistic expectations. Consider the dollar amount of funds you want to receive from the FUNdraiser. For example, if your goal is to earn \$400, at 20%*, your organization needs to bring in \$2,000 in sales. If an average guest spends \$10.00 at The Distillery, then approximately 200 people would need to participate in the FUNdraiser to reach your \$2,000 goal. Remember that guests typically eat in groups of two or more, so your fliers are twice as effective! The average FUNdraiser generates about \$1,100 in sales for a payout of \$220 at 20%*.

Email is a great way to send out the flier cost effectively. Include contact information in your email, just in case any of your recipients are unable to print the flier and would like to pick one up. Please use the verbiage from the flier in any communications about the FUNdraiser. It should be clear that the event does not discount meals, it simply raises funds for your group. *In order to view PDF files on your computer, you must have a PDF reader program installed. If you do not already have such a reader, you can download a free reader at Adobe's website www.adobe.com.*

If you are a teacher, offer extra credit for dining at The Distillery on your select date. Be sure to set a minimum spending amount to help boost your sales. For example, you could offer a few extra points to students who turn in a Distillery Restaurant receipt dated the day of your FUNdraiser for a purchase of \$20 or more. Get creative!

Utilize any printed materials you already have. Stuff the fliers in the newsletters or magazines already set to go out. If you have the resources, utilize Public Service Announcements on the radio. Be sure to let listeners know how they can get a flier. "Contact <name> and <nonprofit organization> will email a flier to you." Take advantage of any opportunity to announce your FUNdraiser to groups willing to support your cause (e.g. group sporting events, PTA meetings, etc.)

**Your organization's motivation makes or breaks your FUNdraiser!
Enthusiasm and encouragement are the keys to your success.**

*Please remember that flier distribution on The Distillery premises is prohibited.



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