

# Fundraising Ideas Restaurants

Many restaurants are available for fundraiser awareness events.

## How does it work?

A restaurant fundraiser gives you an audience where you can share information about Reach Out and Read with the community and raise money to purchase books for your program.

In a typical restaurant fundraiser, the restaurant gives a charitable organization or special community event a percentage of the sales on a designated night.

Some restaurants actually let you do the serving (see info on Celebrity Wait Event on page 3).

## How do I set up a restaurant fundraiser?

Make a list of potential restaurants in your community that are candidates for a restaurant fundraiser. Do you know or have a relationship with the owner or manager of a local restaurant that is very popular in the community? *\*Note that many chain restaurants have restaurant fundraisers already in place, and you will need to check their website for details. More information is included about national chain restaurants on page two of this guide.*

Contact the person in charge (owner or manager) and ask them if they are willing to host a fundraiser to help purchase books to children in your practice/clinic through your Reach Out and Read program. *\*Again please note that national chain restaurants have specific guidelines for their established fundraisers.*

## Review the following list:

1. Date/Time
2. Flyer or coupon required-discount for new book (see attached sample) (national chain restaurants have their own flyers available for your use)
3. Possibility of Celebrity Waiter Event
4. Communication Plan (Who do they know in the media they could involve?)
5. How can we share info about our program to your customers? See the sample restaurant table tent cards on page six.
6. Can we make it fun by asking your staff to dress up like their favorite children's book character?
7. Make sure to take photos at the event to share with Reach Out and Read.

## After the fundraiser

1. Send thank you from the physicians/medical providers in your practice thanking them for their participation.
2. If successful, ask them if they would be willing to set another date (especially where the community is thinking about giving or literacy).

If you need any assistance with this guide or the materials included in this guide, please contact Salina at [staylor@roralabama.org](mailto:staylor@roralabama.org).

# Fundraising Ideas Restaurants

## National Chain Restaurants

Many national chain restaurants offer fundraising nights for local charities.

- **Ruby Tuesday**

<http://www.rubytuesday.com/giving-back>

*The Ruby Tuesday Community GiveBack Program offers a charitable donation to local organizations that host a dining event at any of our 700 plus locations. Our contribution is based on 20% of the net sales from guests that bring in a GiveBack flyer for the organization's specific event\*. Since the fundraising takes place at your local Ruby Tuesday restaurant, the money that is raised will benefit the communities in which we live, work, and play.*

Contact your local manager to set up a GiveBack night for your program.

- **Chick-Fil-A**

The Chick-fil-A fund-raising program provides a unique, creative way for you to raise money for your school or organization! With the help of your local Chick-fil-A Restaurant, you can raise support and funds fast - and have a great time in the process. Chick-fil-A fund-raisers are easy-to-manage, affordable for groups of all sizes, and best of all, a fun alternative to other fund-raising options.

Contact your local Chick-Fil-A manager to set up a Spirit Night for your program.

- **Applebee's**

<http://www.flapjackfunds.com/program.php?id=1>

The basic premise of a Flapjack Fundraiser event is to offer our restaurant facility during non-operating hours to help you raise money by selling set breakfast plates. If you are interested in hosting an event, please continue to [www.flapjackfunds.com](http://www.flapjackfunds.com) to reserve a date. After reserving the date, a manager will call you to [confirm your](#) booking. The manager will answer any outstanding questions you might have. More information is available on the website.

They also offer the Dining to Donate program similar to Ruby Tuesday's GiveBack program.

- **Chili's Give Back Night**

<http://www.qdi.com/Chilis/CHGiveBackOrgGuide.pdf>

A Chili's Give Back Night is a fundraiser where Chili's "gives back" to not-for-profit organizations. The fundraising event takes place at your local Chili's restaurant on a specified evening. The benefiting organization will promote the Give Back Night to community members. The organization will receive 10% of the sales (excluding tax and gratuity) from the organization's guests when the event voucher is presented. A Give Back Night is usually held on a Tuesday or Wednesday evening for a minimum of three hours.

- **Red Robin Fundraiser Night**

<http://www.redrobin.com/pdf/FundraiserOrganizationSteps.pdf>

Red Robin hosts fundraisers Sunday—Wednesday, and the time frame and percentage is decided on by you and the restaurant General Manager.

Locations in Alabama include restaurants in Montgomery, Trussville and two restaurants in Huntsville.



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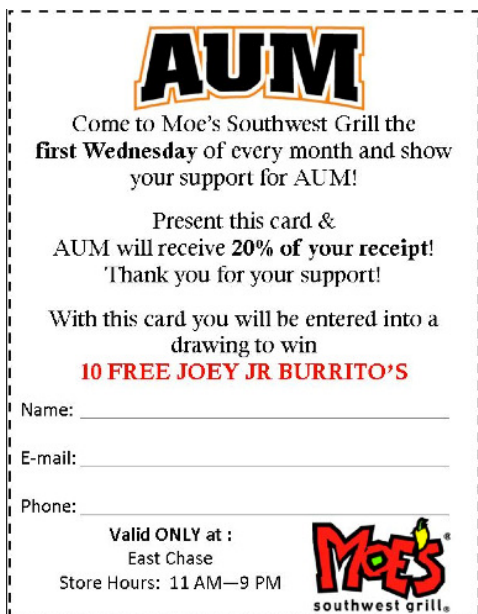
# Fundraising Ideas Restaurants

## Other Ideas

Host a celebrity waiter night at a local restaurant. Ask local “celebrities” ~ mayor, news media personalities, city councilmen, well-known business owners ~ to wait tables at a local restaurant and collect “tips” for the program. This can also be combined with the restaurant giving a percentage of the sales that night to the program. A sample flyer is attached that you can use for your event.

## Samples

Here are some samples of restaurant fundraisers done in other areas of the state.



**AUM**

Come to Moe's Southwest Grill the **first Wednesday** of every month and show your support for AUM!

Present this card & AUM will receive **20% of your receipt!**  
Thank you for your support!


With this card you will be entered into a drawing to win  
**10 FREE JOEY JR BURRITO'S**

Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Valid ONLY at :  
East Chase  
Store Hours: 11 AM—9 PM



Auburn University at Montgomery worked with Moe's Southwest Grill to set up an ongoing fundraiser. They promoted this on Facebook with a link to their website to download the coupon.



Toomer's for Tuscaloosa shared Dawn Thornton's photo.

SCHOOL SUPPLY DRIVE FOR BUTLER, AL: Shane's Rib Shack off of Valleydale Road- Birmingham, AL. Monday night. Bring this coupon in to enter a drawing for a piece of awesome free art. People to People Ambassadors will be collecting school supplies and waiting tables tomorrow night to help with this project. Please come out and support them and the Butler, AL community who recently had a fire at their high school.



**SHANE'S RIB SHACK**

BRING IN THIS FLYER IN WITH YOUR NAME AND PHONE NUMBER ON BACK FOR A CHANCE TO WIN A PIECE OF FRESHWATER BAY ART. WE WILL DRAW AT THE END OF THE NIGHT!  
THANKS FOR YOUR SUPPORT!

**People to People**

Please join Shane's Rib Shack as we support People to People and their student mission to the South Pacific. It's simple! Just present this flyer at Shane's Rib Shack on March 11th and we will donate 20% of the price of your purchase to People to People.

Valid for dine in, carry out and catering.  
\*Excludes: This offer is for dine-in only and cannot be used from Shane's Rib Shack premises and shipping center to which it is located. Any disallowance on premises will result in forfeiture of proceeds.

2673 Valleydale Road 205-674-6888

here's the coupon - Dont forget your school supplies!

Another example of a restaurant in Butler, Alabama donating 20% of the restaurant ticket to the organization. They also encouraged patrons to bring in school supplies. As a Reach Out and Read site, you can have patrons bring in new and gently-used books.



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*Eat some food,  
Do some good!*

Dine at Panera Bread\* from 4 p.m. to 8 p.m.  
and a percentage of your bill will be donated to:



Present this flyer when you pay on:

**Thursday, May 23, 2013**

Only at Panera Bread of:  
The Shoppes at Eastchase  
7274 Eastchase Parkway  
Montgomery, Alabama 36117  
334.279.6046

\*Must present flyer in order for organization to receive credit for purchase. Flyers cannot be distributed in the restaurant or in the parking lot. You must present this flyer on the date and at the location listed in order for percentage of your bill to be donated. Donation excludes tax and gift card purchases.

Child Protect worked with Panera Bread in Montgomery.

# Name of Fundraiser

Benefitting



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Program Site Name



**WHERE:**

**Location**  
**Address**  
**Phone**

Restaurant

**WHEN:**

**Date**  
**Time**

LOGO Goes Here

**WHAT:**

**Restaurant Name will donate percentage of pre-tax sales generated by our group.**

**HOW TO HELP:**

**Just follow these steps to help raise funds!**

- 1) Bring the entire family to restaurant during the above time period.**
- 2) Show this flyer to your server when placing your order.**

**Thank you for your support of Reach Out and Read!**

# Celebrity Wait Night

Benefitting



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Program Site Name

**WHERE:**

**Location**  
**Address**  
**Phone**

Restaurant

LOGO

**WHEN:**

**Date**  
**Time**

Goes

Here

**WHAT:**

Join list of names celebrity waiters as they wait tables for tips to benefit the Reach Out and Read program at program site name.

**HOW TO HELP:**

**Just follow these steps to help raise funds!**

**1) Bring the entire family to restaurant during the above time period.**

**2) Tip your celebrity waiter!**

**Thank you for your support of Reach Out and Read!**



# Fundraising Ideas Restaurants

## SAMPLE TABLE TENT CARDS

When you host a restaurant fundraiser, ask the manager if you can place the table tent cards on the tables for the customers to read during their meal.

These table tents can be printed onto white or cream-colored cardstock on a color printer.

The file is located on the Reach Out and Read-Alabama website under the Funding tab.

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Books are filled with so many  
in this appealing book.  
to count the monkeys  
skills to young children as they learn  
A rhyming text introduces numeracy

**READING TO YOUR 24-36**



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Books can be used to help estab-  
lish a bedtime routine, which can  
make bedtime pleasant  
for children. Using books with re-

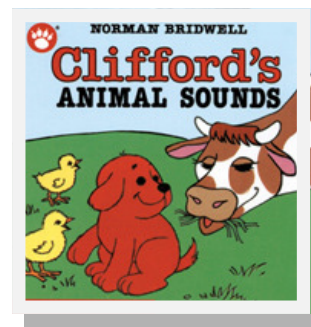
**READING TO YOUR 24-36**



**READING TO YOUR THREE**  
Preschoolers can easily  
learn new concepts, such



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**READING TO YOUR 12-18**  
Books that introduce sounds are  
perfect for using with your baby.  
For example, ask your baby, "What  
sound does the dog make?"



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