

# FUNdraising Guidelines

*Maggiore's is proud to support the communities in which we operate. When evaluating partners, ideal organizations are those that strengthen families, promote a safe, nurturing environment for children and youth and emphasize student academic achievement. Maggiore's donations are NOT intended to be used by individuals or groups collecting personal or corporate profit or causes that are in contrast to our family-based values.*



## How Maggiore's FUNdraisers Work:

- Each organization is reserved a Monday, Tuesday or Wednesday at Maggiore's during a selected week to receive up to 20% of sales generated by their supporters. The organization may only select one day. FUNdraisers will be scheduled based on availability and are not available on most holidays.
- Each organization will be emailed a PDF version of a flyer (4 per page) with detachable tickets three weeks before the event. It is the responsibility of the organization to email and/or print the flyers to distribute to their supporters. For a successful FUNdraiser, we recommend distributing at least 500 flyers. So the organization will need to print at least 125 copies and cut each page into 4 flyers.
- All flyers will have detachable tickets which must be turned in to servers at the restaurant on the reserved day. Tickets may be turned in for lunch, dinner, or carryout. We'll let you decide the time frame for that day.
- When your supporters dine at Maggiore's (or order takeout) and present the detachable Ticket on the scheduled date, servers will attach the flyer ticket to the guest check and the organization will receive 15% (if your organization's sales total is less than \$1,000) or 20% (if sales totals are greater than \$1,000) of their check (excluding tax and tip) as a donation back to your organization. Purchases of Gift Cards will not be included.

## FUNdraiser Rules:

- Dates must be requested at least three weeks in advance. Due to limited availability, schedule as much as three months in advance.
- The organization must provide a copy of their W9 form which verifies their EIN (or Federal Tax Identification Number).
- Any donation check for the organization's FUNdraiser will be mailed solely to the address listed on the W9.
- Guests must have a flyer ticket to have their sales counted in the total tally.
- Seating cannot be guaranteed for large parties. Even though it is the organization's scheduled day, Maggiore's cannot give preferential seating. Encourage friends and family to dine at Maggiore's throughout the day. A large party may have an additional wait or may not be able to be accommodated due to business volume.
- **Organizations cannot distribute flyers on premises of Maggiore's Restaurants** (this includes our parking lot). This must be communicated by the organization to all persons distributing flyers. Distributing flyers in this manner will result in the forfeiture of the entire donation.
- In accordance with our no solicitation policy, organizations are not permitted to display or distribute any signage, pamphlets, or other propaganda for the organization's scheduled FUNdraiser on premises of Maggiore's. Doing so may result in forfeiture of the organization's entire donation.

- Organizations must receive approval from ANY private property owner if they wish to distribute/solicit flyers on premises (i.e. placing flyers on cars, handing out at shopping centers, mailboxes, etc.). The organization will be responsible for paying any littering or postal fines accrued if this rule is violated. Maggiore's strongly discourages this method of flyer distribution.

### **Maggiore's Provides:**

- An electronic version (PDF) of a custom flyer with detachable ticket, via email, after approving your application.
- A donation check within 14 days of the event. (Earnings less than \$20 will not receive a check)
- The great atmosphere and service that we always offer for the organization's fans, friends and families to enjoy!

### **The Organization Provides:**

- Distribution of at least 500 flyers (not on Maggiore's premises).
- Encouragement and enthusiasm to dine at Maggiore's on the selected date!
- A representative to meet, greet and thank supporters of the organization.
- W-9 with a Federal Employer Identification Number (##-#####) of organization and application. Maggiore's will not be able to write a check without it!

## **FUNdraising Tips for Success**

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

**Averages of 33 flyers are returned for groups that distribute up to 500 flyers.** Averages of 51 flyers are returned for groups that distribute up to 750 flyers. These are just estimates. Ultimately, the enthusiasm with which the organization promotes the event is the biggest factor in success.

**Think about when to pass out your flyers.** Distributing flyers to your supporters 1-2 weeks in advance is optimal. You will receive an electronic version 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's so easy! You have to eat, right?! Well, you can feed your family and support <organization> at the <location> Maggiore's on <date> with the attached flyer. Don't forget the flyer! The more you eat, the more money we raise, as percentage of each check is donated back to <organization name>. The FUNdraiser is all day long. If you have friends, family, and co-workers that want to have lunch, dinner, or carryout, send them in with a photocopy of this flyer. Many thanks in advance from <organization> for your support and for dining at Maggiore's 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 Maggiore's, 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 flyers are twice as effective! The average FUNdraiser generates about \$1100 in sales for a payout of \$220 at 20%.

**Email is a great way to send out the flyer cost effectively.**

To open a .PDF file, your computer must have an Adobe .PDF reader. The most recent version is available for free – download at [www.adobe.com](http://www.adobe.com). Include contact information in your email, just in case any of your recipients are unable to print the flyer and would like to pick one up. Please use the verbiage from the flyer in any communications about the FUNdraiser. It should be clear that the event does not discount

meals, it simply raises funds for your group.

**If you are a teacher/ professor, offer extra credit for dining at Maggiore's 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 a student who turns in a Maggiore's receipt dated from the day of your FUNdraiser date for a purchase of \$20 or more. Get creative!

**Utilize any print materials you already have.** Stuff the flyers 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 flyer. "Contact <Name> and <Nonprofit Organization> will email a flyer to you." Take advantage of any opportunity to announce your FUNdraiser to groups willing to support your cause (i.e.: group sporting events, PTA meetings, etc.)

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

*\*Please remember that flyer distribution on Maggiore's premises is prohibited.*

[Download the FUNdraising Application<sup>\(PDF\)</sup>](#)