

## FUNDRAISING

We take great pride in giving back to the communities we call home and would love to help you raise money for your school or non-profit organization. Fundraising events are easy to arrange and best of all, 10% of sales generated by supporters of your organization will be donated back to you!

### HOW TO CREATE A “BETTER FOR YOU” G&T FUNDRAISER

As your Fundraising Partner, we're here to help make this process as effective and easy to execute as possible! Here are our favorite ideas and tips for maximizing the impact of your event.

### FLYERS ARE YOUR FRIEND

The Fundraising flyer from the cafe is your ticket to several quick, easy ways to promote. Email it to your distribution list, including parents, teachers and faculty or staff and members of your organization. Post it on your social media accounts, including Facebook, Twitter & Instagram. Make copies and post on community boards in common areas. Distribute at meetings/events, hand out to members, or send home with students a day or two ahead of the Fundraiser. Flyers cannot be distributed inside our cafes or within the vicinity of our cafes, including the parking lot, before or during the event.

### SHARE AND SPREAD THE WORD

If you build it (awareness, that is) they will come...or something like that. Share the details of your Fundraiser at upcoming meetings and volunteer events, including member or PTA meetings, pep rallies, sporting events, etc. Request that the event details be shared on school or company-wide communications and announcements. Post the event details on the calendar or home page of your website or internet.

### CREATIVE CONTESTS

Make it FUN! Challenge groups or classrooms to see who can bring in the most supporters and award the winner with prizes. (Not to mention, smoothie parties make a great incentive.) Friendly Face-off: Choose two classrooms, grade levels, sports teams—or even challenge your rival school—to compete for highest attendance. Themed Nights: Does your football team booster club have a large following? Are your PTA members highly engaged? Theme your Fundraiser to support the group you feel will receive the most participation. Strategic timing helps, too—such as booking an event the night before a big game, or near the start of the school year to welcome parents and students back to school.

### EPIC ENGAGEMENT

Involving the local community with hands-on participation from leadership and VIPs in your organization will make your event fun & memorable. Have PTA members, your school principal or a favorite teacher help greet guests in the restaurant the night of the event. Invite local policemen or firemen to make an appearance as guest servers. Host a mini mixer at Green & Tonic for your board prior to the event.

### MOST OF ALL...STAY CONNECTED!

Feel free to reach out to our management team at any time. We will also check in with you throughout the planning process to ensure your Fundraiser is set up for success!

### CREATE A FUNDRAISING EVENT

We just need a few details then help you get your Fundraising event underway! Please contact your local Café Manager to schedule your event.

