



We are so excited you have decided to conduct a Flapjack Breakfast at our local Applebee's restaurant. To help you plan for this upcoming event, please read through this entire guide as it explains each of the steps necessary to host a successful Flapjack Fundraiser. Successful Flapjack Fundraisers share several attributes: good planning, a strong core of volunteers, and a solid partnership between our Management Team and your organization.

We can host your event during non-business hours (Saturdays or Sundays, 7 AM – 10 AM). Please note, our calendar for Flapjack Fundraisers can fill up quickly, so be sure to notify us about your requested date as soon as possible. Once your request from our website has been approved, you will receive an email that contains a link for a "resources" webpage for your Flapjack Fundraiser. This website contains links to the tickets and flyers which are personalized for your event. You can choose your own ticket price and will only reimburse Applebee's for the actual food cost at \$1.85 (plus tax) per person. In our experience, most organizations charge a ticket price of \$6-\$7 per person.

Please remember, if you are expecting over 350 guests, please contact the General Manager, as this information is critical for successful event planning. Below, we have defined both Applebee's responsibilities and your organization's responsibilities, and where appropriate, a suggested timeline for each activity.

| | |
|--------------------------------------|---|
| Applebee's Responsibility | <ul style="list-style-type: none"> • Provide templates of: <ul style="list-style-type: none"> ▪ Posters ▪ Tickets • Provide kitchen staff (BOH Volunteers & Management Team) • Provide plates, silverware, glasses, and food |
| Organization's Responsibility | <ul style="list-style-type: none"> • Advertise and promote event utilizing templates • Print and sell tickets (Recommended selling price: \$6-\$7 per ticket) • Provide volunteers to greet, seat and serve • Provide volunteers to distribute organizational materials and collect additional donations (optional) |
| Cost | <ul style="list-style-type: none"> • Recommended ticket sale price is \$6-\$7, but you can choose to charge whatever you like. Your organization will only be charged \$1.85 (plus tax) per person attending the day of the event. |

General Rules

- Volunteers must be at least 16 years old in order to serve food
- For safety reasons, no one except volunteers will be allowed in kitchen
- Food from outside the restaurant is not permitted

Pre-Event Planning

4 Weeks Before Event

- Review agreement/checklist with Applebee's manager
- Review ticket, poster and script templates
- Determine number of volunteers needed, depending on size of event (see volunteer matrix on next page)
- Assign volunteers to each position:
 - Greeter: Greet Guests as they arrive
 - Seater: Seat Guests
 - Pancake Server: Serve pancakes from kitchen (if 16 or over)
 - Beverage Server: Serve beverages (coffee, soda, milk, juice, tea)
 - Busser: Clear dishes and clean table
 - Print and sell tickets to friends, family members...anyone supporting your organization!

1 Week Before Event

- Confirm number of tickets sold with manager
- Confirm number of volunteers - Provide completed Volunteer Tracking Chart to the General Manager
- Confirm proper dress for volunteers for the day of the event:
 - Pants or shorts (no more than 2 inches above the knee)
 - Non-slip shoes
 - Moderate jewelry
 - Hair – washed and groomed (if longer than collar length, must be tied back)
- Confirm volunteer duties:
 - Greeter: Greet Guests as they arrive
 - Seater: Seat Guests
 - Beverage Server: Serve beverages (coffee, soda, milk, juice, tea)
 - Pancake Server: Serve pancakes from kitchen
 - Busser: Clear dishes and clean tables

Morning of Event

- Volunteers arrive 1 hour prior to the start time of the breakfast (park in rear of restaurant; enter through front door).
- Have volunteers sign the Flapjack Fundraiser Waiver Form and return them to the Applebee's manager (be sure to bring enough copies for all of your volunteers to sign).
- If any volunteers are under 16, they should have a parent's signature.

Tips for a Successful Event

- If your organization is short on volunteers, contact us as soon as you realize this shortfall. This gives the General Manager a chance to prepare, plan and perhaps find potential volunteers.
- Recruit volunteers to sell tickets in advance of your event date and/or purchase tickets.
- Designate a contact person so people interested in supporting your organization may inquire about your event date.
- If used, place posters in high traffic areas; be sure to include your organization's contact information. Potential guests will need to contact you directly to buy their Flapjack Fundraiser tickets in advance.
- Utilize Radio PSA ads with local media partners; be sure to include your organization's contact information. Potential guests will need to contact you directly to buy their Flapjack Fundraiser tickets in advance.

At the End of the Event

- Pay the Manager on duty \$1.85 (plus tax) per person attending.
- Plan your next fundraising event with Applebee's!

Volunteer Matrix

| # of Tickets Sold | Volunteers Needed | | | | |
|-------------------|-------------------|---------|-----------------|------------------|---------|
| | Greeters | Seaters | Pancake Servers | Beverage Servers | Bussers |
| 25-50 | 1 | 1 | 2 | 2 | 2 |
| 51-100 | 2 | 2 | 3 | 2 | 2 |
| 101-150 | 2 | 2 | 4 | 3 | 2 |
| 151-200 | 2 | 2 | 4 | 3 | 3 |
| 201-250 | 3 | 3 | 5 | 3 | 3 |
| 251-300 | 3 | 3 | 6 | 4 | 3 |
| 301-350 | 3 | 3 | 6 | 4 | 3 |

*Note: If ticket sales exceed 350, we suggest the event be split into 2 days.

Giving back to our communities is a part of what makes Applebee's "America's Favorite Neighbor". We appreciate the opportunity to help you raise money and support or community non-profits. Should you have any questions, please feel free to directly contact the General Manager of your local Applebee's. We look forward to a successful Flapjack Fundraising Breakfast!



Volunteer Tracking Chart for Each Position

Volunteer Event Information

Time to Report: _____ Date of Event: _____

Event Location: _____

Use the following Volunteer Matrix to determine how many volunteers for each position you will need.

Volunteer Matrix

| # of Tickets Sold | # of Volunteers Needed | | | | |
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| 101-150 | 2 | 2 | 4 | 3 | 2 |
| 151-200 | 2 | 2 | 4 | 3 | 3 |
| 201-250 | 3 | 3 | 5 | 3 | 3 |
| 251-300 | 3 | 3 | 6 | 4 | 3 |
| 301-350 | 3 | 3 | 6 | 4 | 3 |

In the space provided below, list the name of each volunteer in the appropriate position. Refer to the Volunteer Matrix above to determine how many volunteers you will need.

| Position | Volunteer Names | | | | |
|------------------------------|-----------------|--------------|--------------|--------------|--------------|
| Greeters | Volunteer #1 | | Volunteer #2 | | Volunteer #3 |
| Seaters | Volunteer #1 | | Volunteer #2 | | Volunteer #3 |
| Pancake Servers | Volunteer #1 | | Volunteer #2 | | Volunteer #3 |
| Pancake Servers Cont. | Volunteer #4 | | Volunteer #5 | | Volunteer #6 |
| Beverage Servers | Volunteer #1 | Volunteer #2 | Volunteer #3 | Volunteer #4 | |
| Bussers | Volunteer #1 | Volunteer #2 | Volunteer #3 | Volunteer #4 | |

**ASSUMPTION AND ACKNOWLEDGMENT OF
RISKS AND RELEASE OF LIABILITY AGREEMENT**

In consideration of my participation in the Flapjack Fundraiser to be held at Applebee's Neighborhood Grill and Bar in (Applebee's Address) _____ on (date) _____, 20____,

I knowingly acknowledge and agree:

1. That prior to participating, I will inspect the facilities and equipment to be used, and if I believe anything is unsafe, I will immediately advise Applebee's staff members of such condition(s) and refuse to participate.
2. That all activities in a restaurant environment have inherent risks of serious injury, including permanent disability and death and severe social and economic losses which might result not only from my own actions, but also the action, inaction, or negligence of others, or the condition of the premises or of any equipment used. Furthermore, there may be other, unknown risks not reasonably foreseeable at this time.
3. That I assume all the foregoing risks and accept personal responsibility for the damages following such injury, permanent disability or death.
4. That I, and my heirs, personal representatives or assigns, will release and hold harmless the affiliated companies of Apple Gold, Inc., Green Apple, LLC, New Apple, Inc., and O.K. Apple, Inc., and their respective principals, officers, directors, employees, agents and volunteers, from any liability or claim of loss or damage arising from, but not limited to, bodily injury, paralysis, dismemberment, and death, as well as loss or damage to my property, except where such liability or claim of loss or damage is a direct result of the gross negligence and/or willful misconduct of the aforementioned companies listed above, and their principals, officers, directors, employees, and agents.

I HAVE READ THIS ASSUMPTION AND ACKNOWLEDGEMENT OF RISKS AND RELEASE OF LIABILITY AGREEMENT. I UNDERSTAND THAT BY SIGNING THIS DOCUMENT I AGREE TO THESE TERMS AND MAY BE WAIVING ANY LEGAL RIGHTS THAT I MAY HAVE AGAINST THE "APPLE GOLD GROUP" AND ITS OFFICERS, EMPLOYEES, AGENTS, SERVANTS OR ASSIGNS.

Participant's Name (please print) _____

Signature of Participant _____



Setting Your Organization Up for Success

- Send out a Public Service Announcement (see below for PSA template).
- Set up a table in front of the restaurant during your event where volunteers can provide guests information and accept additional donations.
- Bring a fish bowl or box to collect additional donations.
- If possible, advertise your event on your website.
- Send an email about the event to all organization members, family, friends, co-workers, etc...and be sure to send a reminder email the Friday before the event!
- Bring a sign to place outside the restaurant on the day of the event to advertise.

Radio Public Service Announcement

To get the word out, customize and send the below PSA to local radio stations:

60-second announcement

<Insert Organization's Name> - Flapjack Fundraiser

Live Announcer Radio PSA

Saturday, <insert date>, <Insert Organization Name> is holding a Flapjack Fundraiser at the Applebee's on <insert Applebee's address>. From 7am to 10am, Applebee's will be serving up short stacks of pancakes for a TALL cause. <Insert one to two sentences about the organization/cause>. To purchase tickets, call <Insert contact information>. Come on out to Applebee's this Saturday and have breakfast for a cause. A public service message from <insert organization's name>, Applebee's, and <station call letters>.