

# Non-Profit Guide

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## Program Overview

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We are so excited you have decided to host a We Care Wednesday Event at your local Applebee’s Neighborhood Grill & Bar. 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 We Care Wednesday Fundraiser. Successful We Care Wednesday 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 business hours (Wednesday, 4 PM – 8 PM). Please note, our calendar for We Care Wednesday Fundraisers can fill up quickly, so be sure to request your date as soon as possible. Once your request from our website has been approved, you will receive an email that contains a link for the “resources” webpage for your We Care Wednesday Fundraiser. This website contains links to the vouchers and flyers which are personalized for your event. Vouchers are sold at \$10 per person; with your organization, only reimbursing Applebee’s for the actual food cost at \$4.65 (plus tax) per person. Remember, if planned voucher sales are over 250 guests please contact the General Manager, as this information is critical for successful event planning. Below, we have defined the responsibilities for both Applebee’s and your Organization; including, where appropriate, a suggested timeline for each activity.

<b>Applebee’s Responsibility</b>	<ul style="list-style-type: none"> <li>• Provide templates through automated email of:               <ul style="list-style-type: none"> <li>- Flyers</li> <li>- Vouchers</li> </ul> </li> <li>• Provide follow-up with your organization to ensure that you understand the event guidelines and your responsibilities</li> <li>• Provide Applebee’s staff</li> <li>• Deliver a great dining experience!</li> </ul>
<b>Your Organization’s Responsibility</b>	<ul style="list-style-type: none"> <li>• Advertise</li> <li>• Provide volunteer to assist with the event (i.e., accepting vouchers and providing vouchers to guests coming in). This volunteer will also be responsible for the close-out of the event.</li> <li>• In an attempt to prevent voucher fraud, you may want to create an original stamp, number your vouchers sold and/or fill-in the ‘guest name’ portion of the voucher when sold.</li> <li>• Print, number and otherwise identify vouchers, sell and track vouchers</li> </ul>
<b>Cost</b>	<ul style="list-style-type: none"> <li>• Voucher sale price is \$10. Your organization will only be charged \$4.65 (plus tax) per person attending the day of the event.</li> </ul>

## General Rules

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- Food from outside the restaurant is not permitted
- One voucher per guest
- Tip is not included in the voucher price.

## Pre-Event Planning

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### **4 weeks before event:**

- Review agreement/checklist with Applebee's manager
- Review voucher and flyer
  - Assign volunteers to print, number (or otherwise identify) and sell vouchers to friends and family members...anyone supporting your organization!

### **1 week before event:**

- Confirm number of vouchers sold with Applebee's manager.
- Confirm name and time the volunteer closing out the event will arrive.

### **Night of Event**

- Ensure that your volunteer makes themselves known to the manager on duty and goes over voucher exchange for ticket process and where to meet to close out the event

## Tips for a Successful Event

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- Recruit volunteers to sell vouchers in advance of your event date. Note: Be sure to number (or otherwise identify), fill-in 'guest name' on each voucher sold and keep a list of people that purchased them.
- Designate a contact person so people interested in supporting your organization may inquire about event specifics (date, time, voucher amount, etc.) and to be included on the flyer in the section "For More Information.....".
- If used, place flyers in high traffic areas; be sure to include your organization's contact information on the flyer. Potential guests will need to contact you directly to buy their We Care Wednesday Fundraiser vouchers in advance (no sales allowed on Applebee's property).
- Utilize Radio PSA ads with local media partners; Facebook, Instagram and other social media outlets to promote voucher sales. Be sure to include your organization's contact information.

## At the End of the Event

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- Review the reconciliation form with the Manager to verify all information is correct, sign and pay Applebee's for redeemed vouchers (plus tax).
- Plan your next fundraising event with Applebee's!

\*Note: If voucher sales exceed 250, we suggest the event be split into 2 days.

Giving back to our communities is part of what makes Applebee's a great neighbor. We appreciate the opportunity to help you raise money and give back to our community. Should you have any questions, please feel free to directly contact the General Manager of your local Applebee's. We look forward to helping you host a successful We Care Wednesday Fundraising Event!

# Setting Your Organization Up for Success

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- Send out a Public Service Announcement (see below for PSA template), post flyers in local coffee shops or schools, advertise in your organization's newsletter or email list
- If possible, advertise your event on your website, social media pages (Facebook, Instagram, Twitter, etc.) or on your blog!
- In an effort to avoid fraud, we suggest numbering (or otherwise identifying) vouchers sold.
- Be sure to send a reminder email the day before the event!
- During the event, a volunteer will collect vouchers from participating guests and provide them with a voucher.
- Bring a fish bowl or box to collect additional donations.

## 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> - We Care Wednesday Fundraiser  
Live Announcer Radio PSA

Wednesday, <insert date>, <Insert Organization Name> is holding a We Care Wednesday Fundraiser at the Applebee's on <insert Applebee's address>. From 4pm to 8pm, Applebee's will be serving up your choice of a hamburger, cheeseburger or bacon cheeseburger with fries and soft drink or tea, all for a great cause. <Insert one to two sentences about the organization/cause>. To purchase vouchers, call <Insert contact information>. A public service message from <insert organization's name>, Applebee's, and <station call letters>.