



DINE FOR DOUGH FUNDRAISING EVENT

Tips for Success

Ultimately the enthusiasm with which an organization promotes the "Dine for Dough" event is the biggest factor in the success of the FUNdraiser. We'll give you a flyer...try to distribute it to as many people as possible.

- **SOCIAL MEDIA:** Take advantage of the power of social media. Create a Facebook event, post on Instagram, Twitter, or your website.
- **EMAIL:** Send your flyer in a large email blast and encourage recipients to forward to family, friends and neighbors! This way, you can very quickly increase the awareness of and participation in your event.
 - Include contact info in your email just in case recipients are unable to print the flyer. Please include verbiage in the email letting the recipients know they must bring one of the vouchers on the flyer to the restaurant to have their meal credited to your organization (see example on the next page).
 - In order to view PDF files on your computer, you must have a PDF reader program installed which can be downloaded for free at www.adobe.com
- **PRINT IT OUT:** You can simultaneously distribute hard copies of your flyer. Personally delivering and chatting about the event is by far the best way to get people to come by on the day of your event. Friends, family and volunteers are a great resource for spreading the word for this type of event.
- **UTILIZE PRINTED MATERIALS YOU ALREADY HAVE:** Stuff the flyer in any newsletters or other information distribution vehicles that you already utilize. Take every opportunity to announce your "Dine for Dough" event and remember to provide a contact person so your readers/listeners know where they can obtain a flyer. Remember the more times your community sees information about this event, the more likely they are to participate.
- **PERSONAL NOTE:** For those flyers that you don't pass out personally, attach a personal note. Here's an example:
 - *Enjoy a great meal and raise money for <your organization> at the same time! Bring your friends and family to enjoy dinner at the Rocky Rococo location at <address of Rocky's location> on <date>. You'll enjoy a great meal, and Rocky Rococo will donate a percentage of the total food purchased by individuals who bring in one of the vouchers from the*

attached flyer to <your organization>. The more you eat, the more we raise.

DON'T FORGET YOUR VOUCHER. You must present one of the vouchers when you order your meal from us to receive credit for your food purchase.

*PLEASE PRINT MORE AND SHARE! Please share this flyer with your family, friends, co-workers or any person you know who would enjoy a meal at Rocky Rococo. **Flyers will NOT be available at the restaurant.** Many thanks in advance from <your organization> for your support and for dining at Rocky Rococo on <date>.*

- **WHEN TO PASS OUT FLYERS:** Distributing flyers 1 - 2 weeks before the event is optimal. You will receive an electronic version of the flyer 3 -4 weeks in advance of your event so you have enough time to print and/or email. If you are distributing it electronically, consider sending information out multiple times (i.e. 2 weeks before the event and the day before the event). **PLEASE NOTE: Flyers/vouchers can NOT be distributed during the event at the Rocky Rococo restaurant.**
- **INCENTIVES:** If you are a teacher, school, or coach, offer small incentives for dining at Rocky's on the event date. For example, you could offer a few points of extra credit to a student that brings a Rocky Rococo receipt dated on the day of your event for a purchase of \$15 or more. Get creative!
- **ENCOURAGE:** The principal, teachers or coaches to "work" the event. This is great way to get the kids excited about the event. They actually get to see them "wait" on them and see them in a different roll than they are used to. Just mention you would like to have someone help with pouring drinks or bussing tables and we'll be happy to put them to work during the event. We think it's fun too...and we welcome the extra help.

We appreciate you partnering with Rocky Rococo for your fundraising efforts. After the event, Rocky Rococo will tally all of the vouchers that were presented for the evening and send you a check for the percentage of the sales generated on the day of your event. Please allow 2 weeks from your fundraising evening to receive your check.