



FUNDRAISING GUIDE

NEED TO RAISE SOME FUNDS FOR YOUR ORGANIZATION?

The Charcoal Grill & Rotisserie is here to help. Our fundraising program lets you raise money just by enjoying our backyard barbecue flavor.

HOW IT WORKS

The Charcoal Grill & Rotisserie will donate a percentage of all sales (*excluding sales tax*) generated by your organization at the fundraiser — the more people you bring in to eat, the more money your organization can make!

Up to \$999.99 Net Sales = 15% Donation

\$1,000.00 - \$1,999.99 Net Sales = 20% Donation

\$2,000+ Net Sales = 25% Donation

Fundraisers are available at the restaurant of your choice, Sunday through Thursday, from 4pm to 10pm. **We request you book your event one month prior to the event (minimum of two weeks notice).**

HOW TO BOOK YOUR EVENT

Go to charcoalgrill.com/fundraising.html and click “Book a Fundraiser”.

Fill out the requested information (*be sure to have your taxpayer ID# ready*).

You’ll receive a response from us within 3-5 days with all the information and marketing materials you’ll need to make your event a success. In the response email from The Charcoal Grill & Rotisserie fundraising team, you will also receive a link to our fundraising marketing materials. This section includes FAQs, along with customizable marketing materials you can use to help promote your fundraiser. Follow the steps in the next section to make sure your event is a success.

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HOW TO PROMOTE YOUR EVENT

4 WEEKS OUT

- Alert potential attendees to “Save The Date” by using the event flyer (*provided by The Charcoal Grill & Rotisserie*)
- Distribute at meetings, in newsletters, information packets, and any other forum for announcements
- Post the event flyer to your organization’s Facebook page and Twitter accounts. You can also post on your personal pages and encourage others in your organization to do the same.
- Send the event flyer by email to your address book
- Post fundraising event posters at your organization (*provided by The Charcoal Grill & Rotisserie*)
- Send a meeting invitation using a calendar tool to ensure the event is on everyone’s calendar

1-2 WEEKS OUT

- Resend and repost event information using all methods outlined above. This will not only serve as a reminder, but it will alert people who may have missed the previous communications.
- Print and deliver event flyers for distribution at your organization

DAY OF EVENT

- Print and deliver event flyers for distribution at your organization. Ensure every potential attendee has a flyer in-hand that day.
- Repost event information to Facebook and Twitter accounts, and send a reminder email to your address book

1-4 WEEKS AFTER

- The Charcoal Grill & Rotisserie will send the donation check to the address listed on your registration form. Be sure to announce the results and thank your participants!

BOOK YOUR FUNDRAISER WITH THE CHARCOAL GRILL & ROTISSERIE TODAY!

**For additional information or questions,
please visit charcoalgrill.com/fundraising.html
or email fundraising@charcoalgrill.com.**