



# The Cares Fundraiser Program Procedures and Tips for Success

## The Care Program Basic Rules:

- An online or faxed application will need to be submitted to Dixie Restaurant's Home Office a minimum 3 weeks prior to the date of your event (a 4 - 6 week notice is preferable). The online application is located at [www.dixiecafe.com/fundraising-request](http://www.dixiecafe.com/fundraising-request).
- If approved, you will receive an email conformation from the Home Office and a customized fundraiser flyer for you to print and distribute. You will need to print and distribute your own supply of flyers using our flyer as the master.
- Guests must present a printed flyer to their Server at time of payment to receive the donation based on their purchases. We do not allow verbal requests or mobile device pictures to be honored.
- No event flyers may be posted or distributed in our restaurant or on the property before or during a scheduled event.

## Tips to planning a great event:

- Print a good supply of event flyers and have members of the organization hand distribute as many as possible.
- Use your personal or organizational Social Media accounts to promote the event and to inform participants how and where to obtain a flyer.
- Use email as a way to distribute flyers that individuals can print out at their office or home on their own printer.
- Send out reminder emails and texts the morning of the event to refresh participant's memory of the event.
- Emphasize to participants that there is no "set" time for them to have to meet or that they have to dine as a group together. Donation flyers are accepted all evening from 4:00 pm to close (9:00 pm).
- Participants not able to physically dine in the restaurant can choose to pick up a carryout meal instead. Just present the flyer when picking up and paying for a carry out order.

- Emphasize to participants that 20% of ALL their purchased food and beverage receipts will be donated. Our restaurants have an average adult check amount of approximated \$10 a person meaning that you can expect to receive \$2 for every adult meal purchased. All food and beverage purchases qualify (excluding tax and gratuity), including adult meals, kid's meals, appetizers, beverages, and desserts!
- You can estimate the amount to be donated using the \$10 average check formula:
  - 50 Participants = \$500 in sales = \$100 donation
  - 75 Participants = \$750 in sales = \$150 donation
  - 100 Participants = \$1,000 in sales = \$200 donation
  - 150 Participants = \$1,500 in sales = \$300 donation(all numbers are approximate)
- There is no minimum or maximum amount that will be donated. Donation is based on 20 % of the total purchases with qualified flyers presented.

Please feel free to contact Danny Troillett, Director of Guest Relations, if you have any questions at 501-666-3494 or email [dant@dixiecafe.com](mailto:dant@dixiecafe.com)