



## *Shacking to Donate*

**DEAR PARTICIPATING ORGANIZATION,**

*Your organization is an important part of our community.*

In a continuing effort to support worthy neighborhood causes, The Shack invites you to participate in our "Shacking to Donate" fundraiser program.

"Shacking to Donate" is a fun and easy way for The Shack to assist you in raising funds for a cause or organization of your choice. We will provide our restaurant, staff, and a Shacking to Donate flyer to ensure that your Shacking to Donate event is an absolute success.

When your friends and family hand in your organization's "Shacking to Donate" event flyer on the day of the event, 15% of their purchase will be donated directly back to your organization.

*Attached you will find some helpful information to get you started:*

**SHACKING TO DONATE IN FIVE EASY STEPS**

**SHACKING TO DONATE POLICIES**

**SIX KEYS TO A SUCCESSFUL SHACKING TO DONATE EVENT**

**FREQUENTLY ASKED QUESTIONS**

**We thank you for choosing The Shack, and we wish you the best of luck in your fundraising efforts. Please contact us with any additional questions.**

**Your friends at The Shack**

## *Shacking to Donate in 5 Easy Steps*

- ① Find a great cause to raise funds for (class trips, schools, Boy Scouts of America, Relay for Life, athletic teams, service trips, clubs, PTAs, etc.).
- ② Schedule your event at [www.EatAtShack.com](http://www.EatAtShack.com).
- ③ Advertise, advertise, and advertise! Consult "The Six Keys to a Successful Shacking to Donate" for more information.
- ④ Enjoy a great meal during your **Shacking to Donate** event with all of your friends and family.
- ⑤ Receive your donation check within 1 to 2 weeks of your event.

### *Shacking to Donate Policies*

The Shack will donate 15% of any check on your specific day (excluding tax, and gift card sales) that is accompanied by a valid **Shacking to Donate** flyer for your group/organization.

Guests may dine in or take-out food (not valid at all locations) for the fundraiser. As long as they have a flyer with them, their donation will be counted!

**Shacking to Donate** events are hosted Monday - Thursday only. (May vary per location)

We do not host **Shacking to Donate** events Dec. 15 - Jan. 15 or on any Holidays.

Only a valid **Shacking to Donate** flyer will be counted for donation.

Flyers must be distributed prior to the event date. You may NOT stand outside the restaurant and hand out flyers to customers entering the restaurant. If your organization distributes flyers during your event, no funds will be donated and your event will be canceled. The restaurant will not supply flyers for your **Shacking to Donate** event, you are responsible for passing them out.



## 6 Keys to a Successful 'Shacking to Donate' Event



### **SCHEDULE AT LEAST 4 WEEKS IN ADVANCE**

Schedule your **Shacking to Donate** at least four weeks in advance. Four weeks provides you an ample amount of time to properly promote your event.

### **PRINT THE OFFICIAL HANDOUT**

Once your **Shacking to Donate** flyer is finalized by you, print, and distribute to all of your family and friends. This is the only flyer that will be valid.



### **E-MAIL BLAST**

E-mailing **Shacking to Donate** flyers to your family and friends is the quickest and easiest way to create buzz and generate interest in your event. Simply attach the file to your e-mail and send away. Once your e-mail is sent, all your friends and family need to do is print it out!

### **GIVE REMINDERS 48 HOURS BEFORE THE EVENT**

Two days before your **Shacking to Donate**, remind your family and friends of the event. They will already have the flyer and have it marked on their calendar but hearing your voice will motivate them to attend.

### **ENCOURAGE FRIENDS AND FAMILY TO BRING THEIR FRIENDS**



This is the easiest way to multiply your donation total. If you know one of your friends or family member is attending, encourage them to bring one more person with them.

### **EXPERIMENT WITH UNIQUE ADVERTISING TECHNIQUES**

In addition to distributing and e-mailing flyers, try a unique advertising technique such as inserting your flyer into the school newspaper, weekly newsletters/e-newsletters, or even uploading the flyer to Facebook or your blog. Make your flyers stand out by printing them on brightly colored paper like orange or neon green. Remember, all guests **MUST** bring a printed copy of the flyer. Distributing flyers on Shack's property is strictly prohibited.

## Frequently Asked Questions



### **HOW MUCH MONEY WILL I RAISE?**

The average check at The Shack is \$15.00 per person. 15% of a \$15 check translates into a \$2.25 donation. You can estimate your total by multiplying your attendee list by \$2.25. For example, if \$225 is your donation goal, you need 100 people ( $100/\$2.25$ ) to attend your event. Please note that this method is only a way of estimating your total.

### **WHEN WILL I RECEIVE MY CHECK?**

Your check will be directly mailed to the address you provided to the Shack manager within 1 to 2 weeks of your event date, OR you can coordinate a time with the General Manager of the location you hosted your event and stop by to pick it up in person.

### **MY EVENT WAS A SUCCESS! CAN I DO IT AGAIN?**

Of course! You can schedule it again at [www.EatAtShack.com](http://www.EatAtShack.com)

### **MY EVENT DID NOT GO AS WELL AS I THOUGHT. WHAT DID I DO WRONG?**

Groups do not receive their ideal turnout due to a lack of marketing. If you try again, please utilize "The Six Keys to a Successful Shacking to Donate."

### **I HAVE MORE QUESTIONS. WHO SHOULD I CONTACT?**

Please speak to the General Manager at the Shack location that is hosting your **Shacking to Donate** event. You'll find contact info at [www.EatAtShack.com](http://www.EatAtShack.com).

