

# How To Host A FUNdraiser



## What is a Gullifty's Fundraiser?

Fundraisers are easy to set up, fun to attend and a great way to raise money for your organization. There is no more enjoyable way for your 501c group or non-profit school to earn extra money.

## How it Works:

Together, we'll come up with a date and time to hold your fundraiser and put it on our calendars. Gullifty's will provide you with an invitation filled in with all of the event details. You are in charge of distributing the invitation to your supporters. The more people you bring in the more money your organization gets back.

## Fun Time:

Guests who are fundraiser participants will need to present your invitation to their server to enable their check to count toward the Fundraiser. After the event, we tally up the checks and your organization will receive 20% of the sales generated by the event. Your organization will receive a check for 50% of the donation amount from Gullifty's. The remaining 50% of the donation will be provided in the form of Gullifty's Gift Cards. The cards can be broken up into any dollar amounts you wish. They are great prizes for auctions or rewards for your staff.

## Four Steps to Fundraiser Success:

1. **Plan Ahead** – Be sure to plan your event at least two weeks in advance so you have enough time to get it on as many people's calendars as possible.
2. **Forms** – Fill out your W-9, Fundraiser Application and Fundraiser Agreement forms and send them in to your contact at Gullifty's. That way we can get you the donation as soon as possible after your event. The best part is, you will never have to fill these forms out again. After your first fundraiser, we will already have all of your paperwork on file and you will be able to skip this step.
3. **Invitation** – Get your pre-designed invitation e-mail from Gullifty's and start spreading the word. Make sure that your guests understand that they will need to bring the invitation to the event to enable the check to count toward the fundraiser.
4. **Distribution** – You are allowed to do just about anything to distribute your fundraiser invitation. The only rule is that you are not permitted to hand out the invitation in or near the restaurant. Doing so may result in withdraw of your donation. Listed below are just a few promotional ideas that have been successful:

- E-mail Blasts
- Facebook
- Twitter
- Print and Hand Out
- Newsletters
- Website

## Helpful Reminders

- Invitations may not be distributed in or near the restaurant.
- Do not leave invitations in public areas (i.e. on parked cars, on a table in the mall).
- Do not create any additional materials with the use of Gullifty's name and/or logo or release information to the press without authorization from Gullifty's.
- Tax, gratuity, gift card, retail and Main Line Delivery purchases will not count toward your fundraiser.