



Friendly Fundraiser Guidelines & Application

The Friendly Toast could not be successful without the support of our community, and we want to support that community right back. Introducing: Friendly Fundraisers.

Friendly Fundraisers divert a portion of proceeds from one night a week to deserving charities, non-profit organizations, and other good causes in our area on a rotating basis. We welcome applications for any cause and will work closely with you to make sure your fundraiser is a success. Here are some guidelines that will ensure you get the most out of your special Friendly Fundraiser event, as well as an application for when you're ready.

We will be hosting Friendly Fundraisers on select Monday nights between the hours of 4-8pm. We will donate 20% of all sales made during these hours.

~Step 1~

Read our guidelines below. We expect your organization to do its part in helping to get the word out so it can maximize your success. The more people we get in the doors, the more money we will be able to donate to your cause. After reading the guidelines & requirements if you feel like this is something you can commit to, then proceed to the next step.

~Step 2~

Fill out the Friendly Fundraiser Application and email it to **Diana Federico** (Diana.Federico@thefriendlytoast.com). We want to meet you, hear your passion, and learn more about your organization.

~Step 3~

If your application is accepted, Diana will inform you. Together, we will work out a plan of action to make your event a HUGE SUCCESS!

~Friendly Fundraiser Guidelines~

Please initial each guideline as a show of commitment that you intend to follow through with each one.

[] **Create a poster** 18” wide x 24” tall for us to hang in our window advertising the *who/what/when/where/whys* of your event. Make it fun and personable. It *will be seen* in our window so this is your chance to grab people’s attention!

[] **Drop off your poster** at least 3 weeks before your event. If the poster is not delivered on time, you may forfeit your night to the next fundraiser on the waiting list. That would be sad. So please make sure to get it in on time!

[] **Calendar Listings.** Manually submit event details to local calendar listings. This is an easy task that may sound daunting. Trust us, it’s not. It requires a lot of copying & pasting and a basic knowledge of website navigation. In other words, if you managed to download this application from our website, you have the skills to manually submit to free calendars! Calendar listings need to be done at least 2 weeks before your event. Please send an email when completed.

[] **Email blast.** Do you have a Mail Chimp or a Constant Contact list? If so, great! Send out an e-blast 2 weeks before your event. Then 1 week before your event. Then the day of. Don’t have these types of newsletter services? Then create an email template to be sent out and have everyone on your team send it out to everyone on their contact list. Please include Diana in any email blasts as well so we know they’re being sent out. Again her email is Diana.Federico@thefriendlytoast.com.

[] **Blog about it and add it to your website.** If you don’t have one or the other, that’s ok. But if you do, we’d like to see it up there. Please

send us links to your blog and/or website.

[] **Paper the town!** Make a 4"x6" flyer (or larger if you'd like) and place them on community boards. Hand them to other businesses. We'd like to have a few too.

[] **Social Media is your friend.** Create an "event" on Facebook and share it with us. Tweet about your event and include us in it so we can retweet it. Instagram? Sure. Any social media outlet you have at your disposal, we recommend you use them. And get everyone on the team to use their own as well.

Yup. This is a lot we are asking of you. But we want your event to be a success and this is a sure way to make it so. We are here for you at any time to answer any questions and provide guidance. We promise to do what we can on our end too so it's a combined effort. Our community needs go-getters like you to make it a better place and we really do admire your efforts and applaud your vision.

Let's go raise some money!

~Friendly Fundraiser Application~

Name of

Organization: _____

Address: _____

Phone: _____

Website: _____

On a separate piece of paper (attached with your application) **tell us about who you are**. We want to hear about your mission, your goals, your accomplishments, anecdotes, etc. We are especially interested in what you plan on doing with the money raised from this particular event. Not only is this information useful when approving your event, we will need it to use in our own marketing efforts such as Friendly Toast blogs, social media, and more. We are sure you have a lot to say, but please be as concise as possible. In fact, if you can contain your enthusiasm to one page, we'd be grateful!

Are you a non-profit? (Yes/No) If so, what is your EIN?

Contact Name: _____

Contact Phone: _____

Contact Email: _____

Requested Month/Date for your fundraiser (Keep in mind we only hold them on Mondays):

We'd also like to offer up some space in our restaurant for you to provide information about your event, sell auction items, perhaps a raffle. If you would like to take us up on this offer, please let us know how you intend on using this space.

[] Yes, I would like to use the space and here is how:

I have read the guidelines and understand them. If accepted, I agree to follow the guidelines to the best of my ability.

Signature: _____

Date: _____