



Dine out for a cause

Ask your favorite restaurant to help you raise money for the National Psoriasis Foundation

Many restaurants offer nonprofit groups a fun and easy way to raise money. It requires virtually no planning and very little investment. It's a great way to raise money and support local businesses. And it's an opportunity to keep up with friendships developed at last year's walk and to meet new friends before the next walk.

How it works: The restaurant donates to your group a percentage of sales revenue received on a designated night from all the customers your organization brings to their business. Often restaurants will participate only on weeknights, perhaps on a typically slow night. If the restaurant requires a flyer or coupon to be presented for your group to receive credit, it will often provide those materials. Your most important task is to fill the restaurant with hungry friends, family and co-workers who are excited to support your cause.

Why does a restaurant sponsor this type of fundraiser?

- Giving back to the community enhances their corporate image.
- It fills the restaurant on a slow night.
- It introduces people to the restaurant who might not visit otherwise.

What kinds of restaurants hold these fundraisers? Almost every kind! Some examples include:

- Applebee's
- Arby's
- Baja Fresh Mexican Grill
- Big Boy Restaurant
- Boston Market
- Burger King
- Carl's Jr
- Chevy's Mexican Restaurants
- Chick-fil-A
- Chipotle
- Chili's
- Fresh Choice
- Friendly's
- Fuddruckers
- Jack In The Box
- KFC

- La Salsa Fresh Mexican Grill
- McDonald's
- BD's Mongolian Grill / Mongolian BBQ
- Outback Steakhouse
- Panera Bread
- Papa Murphy's
- Pizza Hut
- Pizzeria Uno
- Ponderosa
- Sonic, America's Drive-In
- Souplantation & Sweet Tomatoes
- Subway
- Wendy's

Although many chain and franchise restaurants are available for fundraising, details are determined by individual restaurant operators. Some may ask you to present a coupon, inform the wait staff in advance, drop receipts in a box or order only certain things on the menu.

Add local restaurants to your list of potential sponsors. Many will be eager to host your fundraiser. They'll often offer a better deal than chains and franchises. Any personal connection that you or a member of your group might have to the restaurant's owner, operator, manager or worker also could result in a better deal for your fundraiser.

Tips for a successful restaurant fundraiser:

- **Promotion:** Advertise the event to your friends, family, co-workers and acquaintances and make sure they show up. Ensure a large turnout by asking everyone to encourage their family and friends to attend.
- Find out if the restaurant will allow you to work behind the counter. You'll be able to encourage people to spend more by ordering a special meal or adding a dessert and helping to boost donations to your cause.
- Ask if the restaurant will let you set up a table with brochures, posters and other information about the walk, and/or to set up a box by the cash register to collect donations. Ask customers to donate the change they receive from their meal purchase to the walk.

What to consider when choosing a host restaurant:

1. What percentage will our group receive? The range usually is 10 to 25 percent.
2. Which day or days are available? Sometime restaurants will offer a weeklong promotion, but most offer one day or night.
3. What hours are available? Obviously, the more hours available the more potential for income.
4. Is the fundraiser limited to just the diners who are part of my group? Or will we receive a percentage from everyone who dines at the restaurant during our designated time?
5. If take-out or drive-through service is available, will we receive a percentage of those sales?
6. Can our members work behind the counter or as "celebrity servers"?
7. Can we set up an informational display and solicit donations during the fundraiser?

While your group may not make a large profit from this fundraiser, it can provide a steady source of income with very little effort. Spending money on at a restaurant likely won't affect the donations the members of your group regularly make.

Think of how many times your family eats out each month and multiply that by the number of families in the area who are affected by psoriasis and psoriatic arthritis. If

you're able to sponsor a "dine out" event once a month in various neighborhoods in your city, the money you raise could add up while you discover new and interesting restaurants.