



# Colonial Cafe's Guide to a Successful Cares Night

## What is a Colonial Cares Night?

We're excited you chose Colonial Cafe & Ice Cream for your fundraising event. These great event nights are easy to set up, fun to attend and everyone you invite will enjoy Colonial Cafe's Food and Ice Cream! Best of all, 15% of sales generated by the FUNdraiser will go to your organization.

## Here's how it works:

Work together with your local Colonial Cafe to pick a Tuesday, Wednesday or Thursday that works for your organization. Colonial's Cares Night Events are from 4 p.m. to close on your chosen date.

Colonial Cafe's marketing team will provide you with a flyer and handouts with the event information for you to print and distribute to your organization and local supporters. It is **YOUR** responsibility to bring in supporters for your Cares Night Event.

**Important:** Guests who are Fundraiser supporters will need to present a Fundraiser flyer/handout to the cashier along with their receipt to have their check count toward the Fundraiser. After the event, we will send your organization a check for 15% of the net sales from the event (4 p.m. to close). It's that easy!

## A Successful Fundraiser in 3 Easy Steps:

- 1- **Plan Ahead** - be sure to plan your event at least **4-6 weeks in advance** so you have enough time to get the word out to as many supporters as possible.
- 2- **Get Your Flyer** from the Colonial Marketing Team and **get the word out at least 30 days in advance**. Make sure your supporters understand they need to bring the flyer to the event to have their check count toward the Fundraiser.
- 3- **Get the Word Out** - Here are a few tips that have proven to be useful in making an event successful!
  - o Post on your Organization's **Website** and use **Email Blasts**
    - o **Newsletters**
    - o **Word of Mouth**
    - o **Facebook and Twitter Posts** (1 month , 2 weeks, 1 week, 2 days, 1 day and the day of the event)
    - o **Flyers/Handouts** - Hand them out everywhere!
    - o **Stickers** - Pass out "Take me to the Colonial Café Fundraiser" stickers (provided by Colonial, please inquire)
    - o Place an **announcement** with your **local paper, patch.com and triblocal.com**
    - o **Post Signs/Flyers** at your Organization 30 days before the event.
    - o **Call or Email your local radio station** to see if they will run a Public Service announcement.
    - o **Tell Everyone** - Dentist, Friends, Family, Church, Neighbors, Clubs, Work, etc.
    - o **Schools:** Ask your principal or a favorite teacher to join to greet the supporters for your fundraiser.
  - o Our goal is to help you receive \$150 + in donations on your scheduled **Colonial Cares Night**.
  - o Be sure to tell everyone **WHY** you're raising the money! Help them visualize your goal and get them excited about helping you.

## Helpful Reminders:

- Please remember that flyers may not be distributed in the restaurant or parking lot prior to or during your event.
- After your event, a check will be cut for 15% of the net sales from your event (excluding tax and gratuity). You should receive the check 2-4 weeks from the date of your event.
- **Remind your supporters** they need to bring the flyer to the event to have their check count toward the Fundraiser.

If you have questions, please contact the café manager or our marketing coordinator at [marketing@colonialcafe.com](mailto:marketing@colonialcafe.com).