

## Dining for Dollars – Relay For Life Fundraising with Dining-Out Nights at Local Restaurants

*Holding a fundraiser at a restaurant in your community is a great way to earn money for the Relay. This type of fundraiser is popular because people get to eat out and socialize while helping raise money for your cause. The restaurants appreciate the extra business and the potential for repeat customers.*

**What is a Dining-Out Night?** This when your team asks everyone they know to eat out at a restaurant on a designated night and the restaurant then donates a portion of the earnings to the Relay in your team's name.

**How Does It Work?** Most of the restaurants require that the diners present a flyer from your organization in order for you to receive the credit for the diner. The restaurant management usually has promotional flyers and other material you can use to help publicize your fundraiser. **It is your team's job to get as many people to eat at the restaurant as you can.** The more customers you bring in, the more money you will make. Dining-out fundraisers are usually held on week nights because those are the slower nights for restaurants. The restaurant usually donates a percentage of the pre-tax sales generated by your organization. Fifteen to twenty percent of sales is a common amount that is donated. So, the more customers your organization provides the restaurant the more money you will raise.

**How Do You Set One Up?** There are a couple of ways to hold restaurant, or dining-out fundraisers. Most of the major restaurant and food franchises such as Applebee's, McDonald's, and Ben and Jerry's already have programs and policies in place for their restaurant fundraisers. Due to the popularity of these fundraisers, you should contact the restaurant about two months before you want to hold the fundraiser to make sure the restaurant has the date available. Many restaurants have information about their fundraisers on their websites. ***The fastest and easiest way to set a Dining-Out night to go directly to or call the restaurant, explain that you are with the local American Cancer Society Relay For Life and you are interested in having a fundraiser; they are happy to help you set one up.***

**How Do You Get The Word Out About Your Fundraiser?** Tell everyone you know. Hand out fliers. Give people two and ask them to give one to a friend. Send your flier to the Relay's Online Chair and have them add it to the Relay Calendar and advertise it to all Relay participants. Introduce yourself to your neighbors and invite them to join you there. Remember the more people you invite, the more people will attend, and the more money you can raise!



## Dining-Out Fundraiser Friendly Restaurants

*Please remember that MOST restaurants will set something up with you, so pick your Favorite One and just ask if they have fundraising opportunities!*

Here is a list of a few restaurants that folks have fundraised with over the years to get you thinking about where you'd like to have a fundraiser:

Restaurant	Location	Fundraising Amount
<b>Aqui's Cal-Mex</b>	Downtown Campbell 201 E. Campbell Ave Events are held Tuesdays 4:00 - 9:00 PM You can set this up online at their website: <a href="http://aquicalmex.com/community/fundraising.php">http://aquicalmex.com/community/fundraising.php</a>	20%
<b>Armadillo Willies</b>	San Jose 2071 Camden Avenue, CA 95124 408.371.9033	15%
<b>Baja Fresh</b>	Campbell 1976 S. Bascom Ave Campbell, CA 95008 Tel:(408) 377-2600	15%
<b>Chevy's Fresh Mex</b>	A how to check list right online. <a href="http://www.chevys.com/fundraising.aspx">http://www.chevys.com/fundraising.aspx</a>	25%
<b>Coldstone Creamery</b>	1875 S. Bascom Ave. Unit 160 Campbell, CA 95008 559-1120	12%
<b>Fresh Choice</b>	Fresh Choice 1654 S. Bascom Avenue Campbell, CA 95008 Phone: (408) 559-1912 There are several Local Fresh Choice's so contact your favorite one!	15%
<b>Mimi's Café</b>	SAN JOSE 1200 EL PASEO DE SARATOGA, SAN JOSE (408) 378-0778	15%
<b>Round Table Pizza</b>	Contact your local restaurant! <a href="http://www.roundtablepizza.com">http://www.roundtablepizza.com</a>	15%

