



Guide to Organizing a Restaurant Benefit Night

Step 1: Select a Restaurant

- Local restaurants with community engagement
- Chain restaurants with fundraising programs
- A venue with a menu that suits your audience - choose a location that students already like to go to!

Step 2: Coordinate with the Restaurant

Once you've selected a restaurant, contact the manager to discuss:

- A date and time (weeknights typically work best)
- The percentage of sales to be donated (look for the highest percent donated. Are they donating a percent of all sales that day/night or just from those that come from your group? Make sure you understand the agreement)
- Any requirements, such as promotional efforts or minimum attendance (the less they require of your team the better! Keep it simple!)
- Logistics for tracking fundraiser sales

Step 3: Promote the Event

- Use social media (Facebook, Instagram, etc.)
 - Ask Leadership and Staff to SHARE!
- Encourage participants to invite friends and family

Step 4: Engage Attendees During the Event

- Depending on the location and time of the year, your team may consider using this event for more than just fundraising. Ex. Are you hosting this before Staff Applications are due? If so, make sure to promote applications. ETC.

Step 5: Follow Up and Show Appreciation

- Thank the restaurant and attendees through social media
- Write a thank-you note to the manager or staff who you worked with at the restaurant.
- Build a relationship for potential future collaborations