



Fundraiser Night

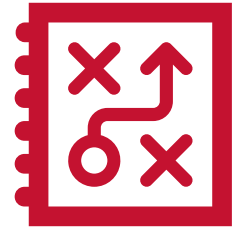
**Rollout Guide
2023**

Table of Contents

- 1 Strategy (page 3)
- 2 Timeline (page 4)
- 3 Execution (page 5-8)
- 4 Tactics (page 9)
- 5 Marketing Collateral/POP
(page 10-14)
- 6 Team Member
Communication (page 15)
- 7 Talking Points (page 16)



STRATEGY



- Promote Walk-On's Fundraiser Nights as a fun way to support schools, churches, community organizations, etc.
- Fundraiser giveback: 15%
- Fundraiser days: Mondays, Tuesdays, Wednesdays
- Fundraiser time: 5-9pm
- Our goal will be to schedule 3-4 fundraisers per month.

Keep Walk-On's top-of-mind for guests!

TIMELINE



- Year around
- Mondays, Tuesdays & Wednesdays
- 5-9pm

For the 2023 summer, since we are running Kids Eat Free on Tuesdays, we will not schedule fundraisers on Tuesdays.

We will still promote fundraisers for Mondays, Tuesdays and Wednesdays so we don't confuse people if they are calling to schedule a fundraiser for September or after, but we will know internally fundraisers will not be scheduled on Tuesdays until September.



EXECUTION



- Fundraisers will be scheduled at the 3PRG corporate office
 - Receive the request
 - Work with the donations/fundraisers team to determine yay/nay
 - Work directly with the organization to schedule the date
 - Notify the restaurant of upcoming fundraisers through a calendar invite
 - Send reminders to the organization of their upcoming fundraiser

If a guest inquires about a fundraiser/giveback/spirit night, please give them a fundraiser info card located at the host/to-geaux stand.

Fundraisers will not be scheduled by the restaurant. They will be scheduled at the 3PRG corporate office only.



EXECUTION



- Following a fundraiser, the 3PRG corporate office will request a daily sales report for the previous day that shows the sales associated to the fundraiser from the restaurant GM.
 - The 3PRG corporate office will finalize the details and complete the fundraiser with the organization.



EXECUTION



- Restaurant Ops:
 - Please order and schedule accordingly for the potential higher volume
 - Guests must notify the server they are with the fundraiser to receive credit
 - They can show the flyer, Facebook post, mention the name of the organization
 - If a guest does not mention the organization, their check is not credited toward the fundraiser night



EXECUTION



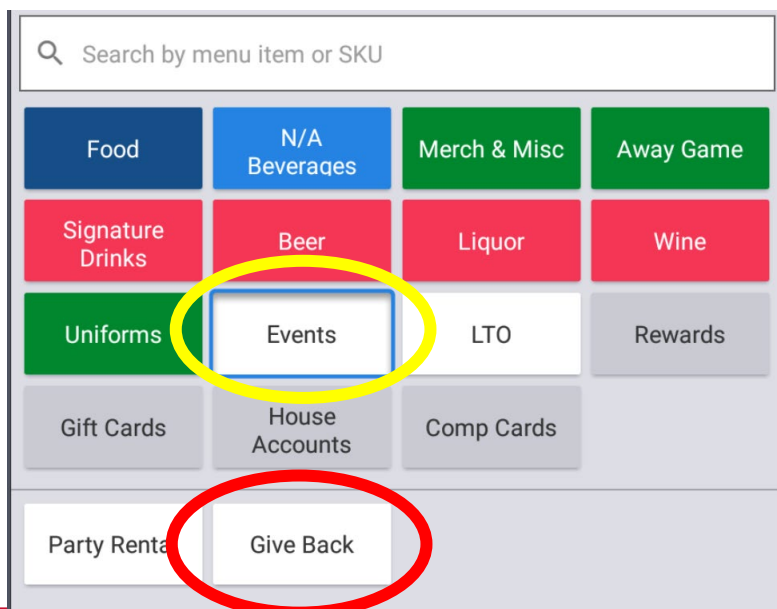
- POS

- Button

- Restaurant(s): Walk-On's Wichita
 - Promo/Discount: Fundraiser Nights
 - Button Name: Fundraiser
 - Manager Approval: Yes
 - Day Specific: Mondays, Tuesdays, Wednesdays
 - Date Range: ongoing

- Button Approval & Set-Up

- Approval: 3PRG Operations (Operations)
 - Set-up: 3PRG Operations (Operations)



TACTICS



- In-restaurant
 - Atmosphere TVs ads
 - Fundraiser info cards at host/to-geaux stand
 - Lollipop sign
- Out-of-restaurant
 - Facebook organic posts and ads
 - Facebook stories
 - Direct emails/communications to community stakeholders



MARKETING COLLATERAL / POP

POP



SCHEDULE A FUNDRAISER!

Want to help raise funds
for your elementary
school, high school band
or sports team, PTO,
favorite charity or more?

**Grab a fundraiser card
at the host stand for
all the details!**

WALK-ON'S WICHITA
2661 N Maize Rd, Wichita, KS 67205

walkons.com |   

WALK-ON'S SPORTS BISTREAUX FUNDRAISING

Scheduling a fundraiser is simple! We host fundraisers
on Mondays, Tuesdays and Wednesdays from 5 – 9pm.

- 1 Email Fundraising@3pointe.com with your name,
organization and 3 preferred dates for your fundraiser.
- 2 Our team will get back with you quickly to confirm your
date and give you promotional materials to invite
everyone to come to your fundraiser!

Info Card (guest take home) at
host/to-geaux stand

Lollipop Sign

MARKETING COLLATERAL / POP

Atmosphere Ad

**LOOKING TO
FUNDRAISE?**

SCHEDULE A FUNDRAISER WITH US

Available for events Mondays, Tuesdays
& Wednesdays from 5 PM - 9 PM.

Email **fundraising@3pointe.com** to schedule.

MARKETING COLLATERAL / POP

Direct Emails/Communications

Hi! Walk-On's is excited to announce the kick-off of our fundraiser night program! Scheduling a fundraiser with us is simple and a great way to fundraise for your elementary school, high school band or sports team, spirit squad, PTO, Booster Club, Little League team, club sports team, favorite charity and more! Please pass this along to all those in your organization who are looking for a fun way to raise funds.

Please email Fundraising@3pointe.com to schedule a fundraiser for this summer or the 2023-2024 school year. We are taking fundraiser reservations today!



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MARKETING COLLATERAL / POP

Facebook Ad



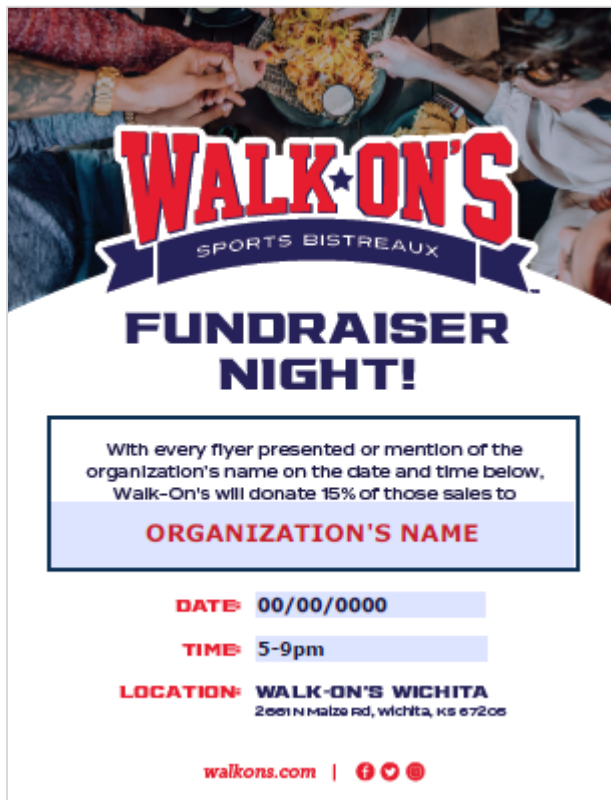
FUNDRAISING

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MARKETING COLLATERAL / POP

Guest Promotional Materials



Digital Flyer



Timeline



Social Media Posts

TEAM MEMBER COMMUNICATION



- Email (Marketing)
 - Content
 - Bullet points regarding the promotion
 - Rollout guide
 - Date email will be sent
 - Wednesday, May 31
- In-Restaurant Training (Operations/Training)
 - Rollout guide posted
 - Talking points posted
 - Shift meetings



TALKING POINTS



- **Guest:**
Do you do fundraiser/giveback/spirit nights?
- **Server/Bartender/Host:**
Yes! *<hand the guest the fundraiser info card from the host/to-geaux stand>* Please find all the information here.



THANK YOU!

Please email marketing@3pointe.com
with questions.

