

FUNDRAISING

At L.O.V.E. Restaurant Group, our passion for community shines through our Slim Chickens locations. As a dedicated franchisee, we've long embraced giving back, partnering with charities and local nonprofits for over a decade.

Our Slim Chickens Fundraising Program extends this commitment by inviting all nonprofit or educational organizations to fundraise with us. We aim to create a place where guests can enjoy a meal and support local causes, contributing to stronger communities.

As Above Management Team Members, here's what you need to know to lead our fundraising efforts:

Perfect for Annual Fundraisers or Casual Gatherings

Our Slim Chickens locations are ideal venues for a wide range of events, from annual fundraisers to casual gatherings following a big win or achievement. With our welcoming atmosphere and tasty menu options, we're the perfect place to bring people together to raise funds for community organizations.

Earn 15% Payout for Partnering Organization

For every dollar spent during a Slim Chickens fundraiser, partnering organizations will receive a 15% payout. It's an easy and delicious way to raise money!

Rules and Restrictions

- Organizations must submit their Tax ID prior to scheduling a fundraiser. This helps us with the Verification of non-profit status, financial reporting, and donation processing (15% payout).
- Sales tax is not included in the donation calculation.
- No event marketing is allowed on restaurant premises.
- Online sales are not eligible for donations.
- Organizations must generate at least \$250 in sales to qualify for a donation.

Scheduling Flexibility and Daily Limitations

In 2023, our fundraising program broadened its reach by allowing fundraisers to be scheduled on any day of the week during regular store hours. Organizations now have the opportunity to sign up for an entire day! We limit fundraisers to one group per location per day, ensuring focused support for each partnering organization.

FUNDRAISING

Fundraiser eligibility

At Slim Chickens, we are proud to support a wide range of organizations in our communities. Our fundraisers are available to the following groups:

- Non-profit organizations
- Community groups
- Schools
- Other groups under qualifying circumstances
- Sports teams

Application Process and Scheduling Fundraisers

1. **Direct Applicants to the Fundraising Page:** Guide interested parties to our fundraising page at <https://slimchickens.com/fundraising/>.
2. **Assist in Location and Date Selection:** Help them choose the Slim Chickens location and an available date for their event, emphasizing the one-event-per-location-per-day rule.
3. **Monitor the Application Review:** After submission, stay in touch with our team during the review and assessment of the application for eligibility and availability.
4. **Coordinate Confirmation and Promotion:** Upon approval, ensure the applicant receives a confirmation email with details and a promotional flyer. Encourage them to distribute the flyer to maximize event participation.

Each store is responsible for connecting with local organizations to schedule a minimum of 4 fundraisers per quarter, in line with the Local Store Marketing Review requirements.

L.O.V.E. Restaurant Group will assist General Managers in promoting our fundraising program through various channels:

- **Social Media:** LRG will handle promotion on each store's Facebook page, targeting followers and boosting posts in the local geographical area to engage more guests.
- **LTO Screen near Menu Boards:** Information about upcoming fundraisers will load automatically to keep guests informed.
- **Flyers:** LRG will provide designed flyers that can be handed out by the store's staff to guests who might be interested in our fundraising events.
- **A-Frame Sign:** LRG provides an A-Frame sign with a QR code to our Fundraising Webpage. GMs should display it during fundraisers to show guests how easy scheduling can be.
- **After-Scheduling Communication:** LRG handles post-scheduling communication with partnering organizations, ensuring smooth coordination for the event.
- **Providing Marketing Collateral:** LRG offers partnering organizations various marketing tools like digital media, posters, and flyers to promote their fundraisers.

FUNDRAISING MATERIALS IN-STORE WEBPAGES



QR Code Destination

- loveqsr.net/fundraise

Slim Chickens Site

- slimchickens.com/fundraising

A-FRAME DESIGN



FUNDRAISING?
Let's Make This Happen
TOGETHER

TO LEARN MORE ABOUT FUNDRAISING
SCAN THE QR CODE OR VISIT:
LOVEQSR.NET/FUNDBRAISE

**PERFECT FOR EVERYTHING
FROM ANNUAL FUNDRAISERS
TO CASUAL GATHERINGS**

**EARN 15% PAYOUT
FOR YOUR
ORGANIZATION**

**SUPPORT YOUR ORGANIZATION
AND ENJOY DELICIOUS FOOD!**

PARKER, CO
SLIM CHICKENS

PROMOTIONAL FLYER



SLIM CHICKENS
FUNDRAISING
Let's Make This Happen
TOGETHER

*Perfect for Annual Fundraisers
or Casual Gatherings*
Whether it's your organization's annual fundraiser or a casual night out after the big game, Slim Chickens is the perfect place to bring people together and raise funds for your cause!

*Earn 15% Payout for
Your Organization*
For every dollar spent during a Slim Chickens fundraiser, your organization will receive a 15% payout. It's an easy and delicious way to raise money!

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THE PORCH

POS GUIDE FOR FUNDRAISERS

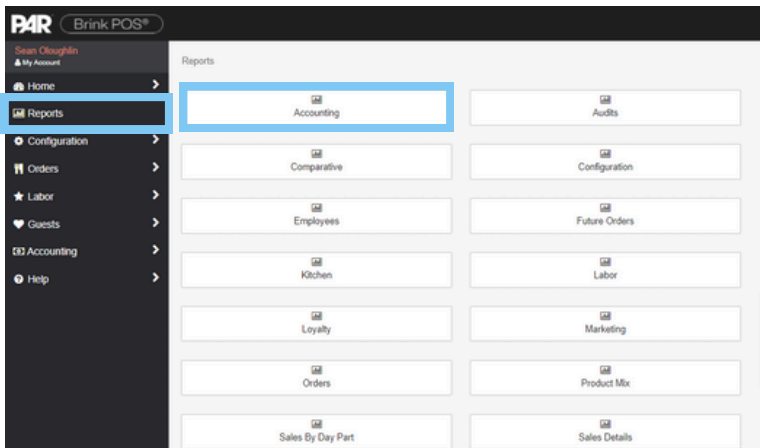
1. Take order as usual from guest.
2. Once order is entered completely, select **PAY/CLOSE ORDER**.
3. Hit the top **FUNDRAISER** button. This will tie the order to the fundraiser. If you skip this step the order WILL NOT be counted toward the sales total for the fundraiser.



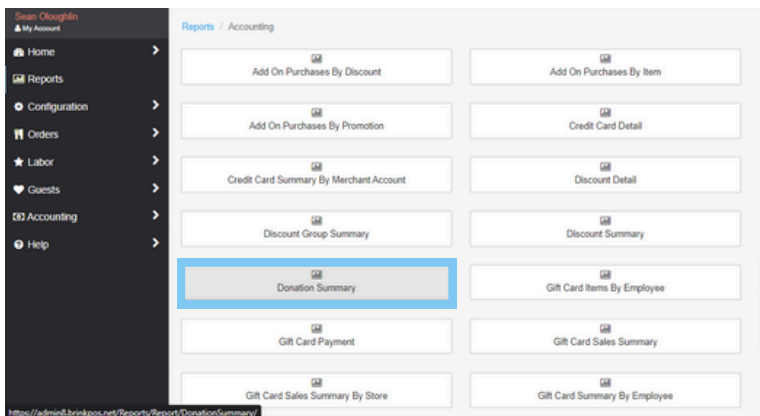
The bottom **Local Fundraisers / Donations** button should not be used unless your store has been given explicit direction by Lana to use on a specific date.

REPORTING AFTER A FUNDRAISER

1. Login to BrinkPOS
2. Select Reports on the LEFT side
3. Select Accounting



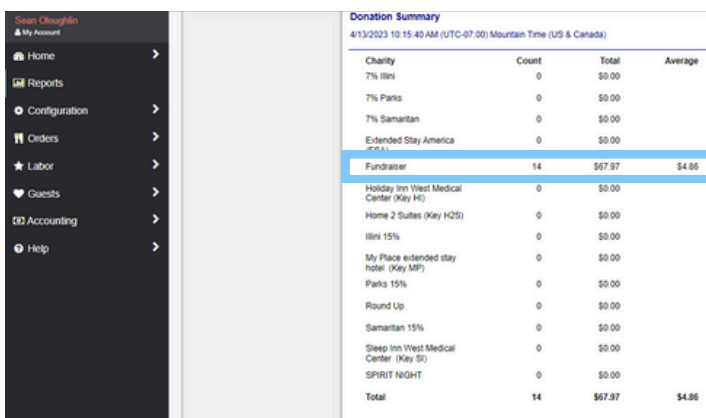
4. Select Donation Summary



5. Make sure your Location is selected at the top, then scroll down to view.

6. The FUNDRAISER line is the information you need.

- The count is the number of orders for the group
- The total is the total donation the group will receive (this is the calculated 15%)
- The average is the average donation per order.



Donation Summary			
4/13/2023 10:15:40 AM (UTC-07:00) Mountain Time (US & Canada)			
Charity	Count	Total	Average
7% Illini	0	\$0.00	
7% Parks	0	\$0.00	
7% Samartian	0	\$0.00	
Extended Stay America (P&A)	0	\$0.00	
Fundraiser	14	\$67.97	\$4.86
Holiday Inn West Medical Center (Key H)	0	\$0.00	
Home 2 Suites (Key H2S)	0	\$0.00	
Illini 15%	0	\$0.00	
My Place extended stay hotel (Key MP)	0	\$0.00	
Parks 15%	0	\$0.00	
Round Up	0	\$0.00	
Samartian 15%	0	\$0.00	
Sleep Inn West Medical Center (Key SI)	0	\$0.00	
SPIRIT NIGHT	0	\$0.00	
Total	14	\$67.97	\$4.86

GUIDELINES AND TIPS FOR HOSTS

RULES AND REGULATIONS

- Sales tax is not included in the donation calculation.
- No event marketing is allowed on restaurant premises.
- Online sales are not eligible for donations.
- Your organization must generate at least \$250 in sales (pre-tax) to qualify for a donation.

PROMOTE YOUR EVENT EFFECTIVELY

- Use the provided promotional flyer to spread the word about your fundraiser.
- Share the event details on your organization's website, social media platforms, and newsletters.
- Encourage supporters to invite their friends, family, and colleagues to attend and increase your event's reach.

ENGAGE YOUR COMMUNITY

- Connect with local businesses, media outlets, and community influencers to help promote your event.
- Seek out potential partnerships or sponsorships that can enhance your fundraising efforts.

PREPARE FOR THE EVENT DAY

- Coordinate with the Slim Chickens location to ensure everything is ready for your fundraiser.
- Remind your supporters of the event details, such as date, time, and location, to ensure maximum attendance.

SET CLEAR GOALS AND COMMUNICATE THEM

- Establish a specific fundraising goal for your event and share this information with your supporters.
- Regularly update your supporters on the progress towards your goal to maintain momentum and enthusiasm.

ENCOURAGE TEAMWORK AND DEDICATION

- Assign different responsibilities to members of your organization, such as promotion, logistics, and follow-up.
- By working together and sharing the workload, your team will be more effective in organizing and executing the event.

ENJOY YOUR DAY

- Celebrate the hard work and dedication of your organization and its supporters by creating a fun, engaging atmosphere at your Slim Chickens fundraising event.
- Capture the memories by taking photos or recording videos of your event, which can be shared on your organization's social media platforms and future promotional materials.