



L.O.V.E.

RESTAURANT GROUP

Local Store Marketing
PLAYBOOK



PURPOSE

We are entrusted with the responsibility to positively impact our employees, our guests and our communities.

We Must: Mentor our employees in life skills that will create a platform for future success.

We Will: Instill values of self-pride, pride in work, consistency, work ethic, positive attitude, growth mindset, and teamwork.

Create: A home where career professionals will explore their personal brilliance and expand their understanding of what is possible.

We Have a Mandate: Hold our staff to high standards, personal growth, and personal accountability = *it's how we show we care.*

We Connect: Our people to the understanding that the work they do is a gift to society.

At the Core: Of our life experience is bonding and celebrating around a shared meal.

At L.O.V.E. Restaurant Group, we have the opportunity to satisfy a basic human need and create a positive experience in our guest's day. We can be an extension of each other's families and be a part of each other's collective experience and joy as people.

MISSION

**To love our people, so our people can love our guests.
(develop, empower, promote)**

OUR PEOPLE – Create a fantastic and safe environment where they are encouraged to elevate their energy, mindset and ambition.

GUESTS – To serve a fast, hot, delicious meal with a generous side of hospitality.

VALUES

The Coach – Leadership / Mentorship / Support

Sparkle – Clean and Bright – From Our Facilities to Our People

Cheetah – Fast and Efficient

The Cheerleader – Keeping it Fun / Raising the Energy / Engaging the Team

The Chef – Amazing Fresh, Delicious and Accurate Meals

MeMaw – Southern Hospitality

VISION

To be known for excellence: in real estate, leadership, people, staff development, food quality, delighting our guests, and surgery-suite cleanliness.

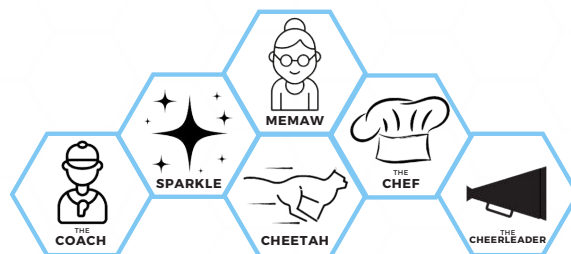
Starting with Tower Road on 18 November 2019, we will have 30 restaurants open by December 2028 with system-wide: sales of 150M, \$5M AUV and 30M Restaurant Level Net Income.

FLOCKSTAR PERFORMANCE =

Brand, Food, Leadership, Training, People
(Development – Progression – Recognition) and Rockstar Real Estate

OUR NON-NEGOTIABLES

- **Secure the future** - tier one sales and financial performance
- **Fantastic People** – rigorous vetting, evaluation and selection – we select 1st for attitude and 2nd for aptitude
- **Training** – rigorous training of people in their job functions, attitudes and soft skills – tested, documented, reported on and reinforced
- **Respect** – treat our employees with absolute respect - *we work for our employees, they do not work for us* (the reverse pyramid) – providing positive reinforcement, clear priorities, clear goals and objectives, frequent communication, accountability and constructive feedback
- **Equal opportunity and access** – built on recruiting for diversity, providing opportunity for merit, leadership that mirrors our team composition, and a safe and welcoming environment for all employees
- **Brand Ambassadorship** – all guests receive a warm and friendly greeting from all staff
- **Guest** – a fanatical focus on the guest's experience – make it positive – if broken, do whatever it takes to fix it
- **"New Store"** – level of cleanliness inside and outside the restaurant each and every day
- **Food safety & quality** – (hot and fresh to recipe standard)
- **Real estate** – we build only on "A" locations that meet or exceed our structured selection process



LIVING OUR VALUES EVERY DAY



STORE TRADE *Area*

MY TRADE AREA

Prior to initiating any marketing initiatives for your restaurant, it's crucial to evaluate the current state of affairs. This resource is designed to assist you in pinpointing local marketing challenges and unveiling opportunities to boost sales.

VITAL STATISTICS:

Store Name: _____

Address: _____

Email: _____ Phone #: _____

Open Date: _____ Store Hours: _____

Weekly Average AUV: _____

GM: _____ AMs: _____

COMPETITION

List the major competitors within a 3-mile radius of your restaurant.

NAME		ADDRESS	DISTANCE
1			
2			
3			
4			
5			

TRAFFIC GENERATORS

Use this page as an "Idea Board" while thinking through different relationships and alternate ways to generate traffic to the restaurant.

SWOT ANALYSIS

Please list any Strengths, Weaknesses, Opportunities for Improvement, and Threats that exist within your trading area and/or within the four walls of your restaurant.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

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Please list any Strengths, Weaknesses, Opportunities for Improvement, and Threats that exist within your trading area and/or within the four walls of your restaurant.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

SPONSORSHIPS

The significance of sponsorships within the L.O.V.E. Restaurant Group cannot be overstated. As General Managers leading our Slim Chickens locations in Colorado and Utah, understanding the value of sponsorships is crucial. It aligns us with our core mission to grow our brand and deepen our connection with the communities we serve.

Below, we outline the multifaceted benefits sponsorships offer, demonstrating how they complement our overall business goals:

By participating in local sponsorships, L.O.V.E. Restaurant Group aims to achieve several key objectives:

1. Enhance brand visibility and recognition in our communities.
2. Showcase our enduring support for local events and groups.
3. Establish durable connections with community stakeholders.
4. Boost customer loyalty and encourage sales through favorable local perception.

This guide will outline the budget allocation, sponsorship requirements, identification process, execution, and follow-up procedures for the campaign. We encourage General Managers to familiarize themselves with the content and take advantage of the resources provided to ensure the success of our Local Sponsorship initiative.

If you have any questions or need assistance with pinpointing and securing the best sponsorship opportunities, please don't hesitate to reach out to DJ Von Frank.

The success of this campaign relies heavily on the active participation of our General Managers, so we encourage you to take full advantage of the tools and resources provided to maximize the impact of our sponsorships in your respective communities.

As we embark on this journey together, it is essential to remember that our commitment to community involvement is a reflection of the L.O.V.E. Restaurant Group brand and our shared values.

By fostering strong connections with local organizations and events, we can create a positive impact that extends beyond our restaurants, ultimately benefiting both our communities and our business.

IMPORTANCE OF SPONSORSHIPS

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Below, we outline the multifaceted benefits sponsorships offer, demonstrating how they complement our overall business goals:

1. **Brand Visibility and Recognition:** Engaging in local sponsorships elevates Slim Chickens' presence in our communities, leading to greater brand awareness and loyalty. This increased visibility can translate into a broader customer base and improved market positioning.
2. **Community Engagement:** Our sponsorships reflect a dedication to positive community impact. Supporting local events and initiatives illustrates Slim Chickens' commitment to social responsibility, fostering goodwill and enhancing our reputation.
3. **Networking and Relationship Building:** The connections forged through sponsorships can create pathways to new business opportunities, partnerships, and collaborations. Building relationships with local stakeholders enhances our potential for long-term success.
4. **Customer Loyalty:** By aligning our sponsorships with events and causes meaningful to our customers, we foster a deeper emotional connection. This bond strengthens customer loyalty, encourages repeat visits, and generates positive word-of-mouth.
5. **Employee Engagement:** Encouraging team members to engage in sponsorships instills pride in their workplace and its contributions to the community. Enthusiastic and engaged employees are pivotal to delivering superior service and bolstering our brand reputation.

GM SPONSORSHIP EXPECTATIONS

BUDGET

Each store has a quarterly allocation of:
\$1,000

OF SPONSORSHIPS

Each store is expected to identify a minimum of
1 sponsorship per quarter

DEADLINES

SPONSORSHIP IDENTIFICATION:

4 weeks prior to the end of the quarter

*(February 30th, May 30th,
August 30th, November 30th)*

SPONSORSHIP FUNDS ALLOCATION:

End of the quarter

*(March 30th, June 30th,
September 30th, December 30th)*

FINDING SPONSORSHIP OPPORTUNITIES

Identifying and securing the right sponsorship opportunities are key elements in our Local Sponsorship Campaign. To reinforce Slim Chickens' community presence and forge positive brand associations, it's essential to select partnerships that reflect our core values and resonate with our audience.

As General Managers, your role in this process is vital. Here are guidelines to consider when exploring sponsorship opportunities:

1. **Local Events:** Engage with events that foster community spirit, such as sports competitions, music festivals, food fairs, and charity fundraisers. By backing these events, we not only increase brand exposure but also manifest our dedication to local causes.
2. **Community Organizations:** Collaborate with non-profits, clubs, and community centers that mirror our values. These partnerships amplify our joint efforts towards community betterment, allowing Slim Chickens to be part of meaningful change.
3. **Schools and Sports Teams:** Forge connections with educational institutions and local sports teams. Support for academic and athletic pursuits resonates with families and young customers, spotlighting Slim Chickens as a brand that cherishes youth development.
4. **Local Newspapers and Online Event Directories:** Stay abreast of community events and opportunities through regular perusal of local media and online platforms. These sources provide insights into the local landscape, offering leads for potential sponsorship.

Should you need any assistance or require more detailed insights into identifying the most fitting sponsorship opportunities, please do not hesitate to reach out to DJ Von Frank.

Remember, your leadership and insight can turn these opportunities into success stories that reflect the best of Slim Chickens and the L.O.V.E. Restaurant Group.

PROCESS FOR EXECUTING SPONSORSHIPS

Successfully executing local sponsorships requires a systematic and meticulous approach. The following process, divided into clear stages, is intended to guide General Managers in identifying, selecting, and managing sponsorships that resonate with Slim Chickens' values and meet our strategic goals:

1. Research and Identification:

- Explore various channels, including local events, organizations, schools, and online platforms, to unearth potential opportunities.
- Be proactive and innovative in seeking sponsorships that align with our brand.

2. Evaluation and Selection:

- Scrutinize each opportunity's compatibility with our brand values.
- Weigh potential benefits against the budget, ensuring the best value for our investment.

3. Establish Contact and Build Relationships:

- Initiate dialogue with relevant parties to express interest.
- Foster transparency and trust to lay the foundation for a mutually rewarding partnership.

4. Negotiation and Agreement:

- Determine the specifics of the sponsorship, covering financials, promotion, recognition, and more.
- Ensure clarity and agreement on both sides.

5. Approval and Coordination:

- Inform DJ Von Frank at dj@loveqsr.net about the opportunity and its terms.
- Coordinate closely with DJ for sponsorship funds and promotional materials.

6. Implementation and Support:

- Collaborate effectively with the partner organization for a successful execution.
- Provide necessary branding assets and seize the opportunity to enhance Slim Chickens' community presence.

7. Evaluation and Follow-up:

- Assess the overall impact post-completion, considering all facets of success.
- Send a detailed follow-up report to DJ Von Frank and your Area Director, highlighting the results and insights gained.

This comprehensive guide aims to provide a structured roadmap for the successful execution of sponsorships. By adhering to these steps and maintaining open communication with DJ, General Managers can leverage these opportunities to the fullest, embodying the L.O.V.E. Restaurant Group's commitment to community engagement.

SPONSORSHIPS TRACKER

Date	Organization	Sponsorship Request (\$)
Person of Contact	Phone Number	Email Address
Notes on Sponsorship		

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Person of Contact	Phone Number	Email Address
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QUARTERLY BUDGET & NUMBER OF SPONSORSHIPS

\$1,000
per store



Minimum of
1 Sponsorship

DEADLINES

Sponsorship Identification:

4 weeks before end of quarter

Sponsorship Funds Allocation:

End of quarter



LIVING OUR VALUES EVERY DAY

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LIVING OUR VALUES EVERY DAY

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LIVING OUR VALUES EVERY DAY

COMMUNITY

Champions

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!

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

THE PORCH

POS GUIDE FOR FUNDRAISERS

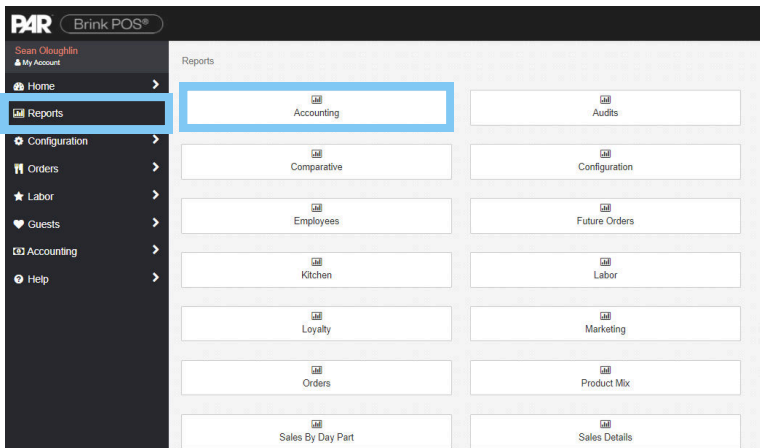
1. Take order as usual from guest.
2. Once order is entered completely, select **PAY/CLOSE ORDER**.
3. Hit the top **FUNDRAISER** button. This will tie the order to the fundraiser. If you skip this step the order WILL NOT be counted toward the sales total for the fundraiser.



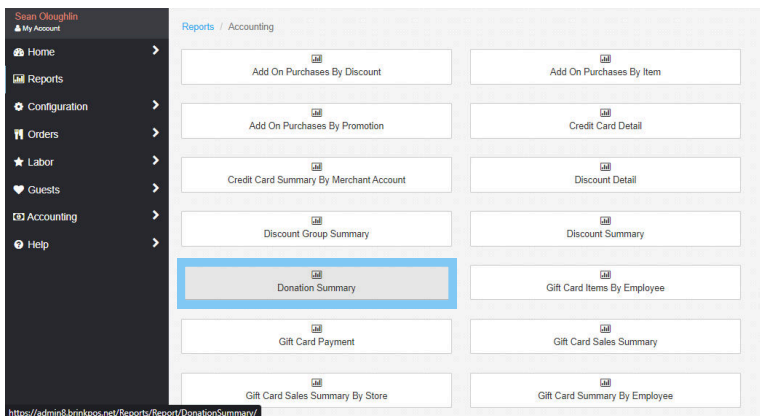
The bottom **Local Fundraisers/ Donations** button should not be used unless your store has been given explicit direction by Lana to use on a specific date.

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% Samartan	0	\$0.00	
Extended Stay America (PDA)	0	\$0.00	
Fundraiser	14	\$67.97	\$4.86
Holiday Inn West Medical Center (Key HI)	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	
Samartan 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 REGULATION

- 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.

SCORE BIG - SPORTS FUNDRAISING

"Score Big with Slim Chickens" is a campaign aimed at increasing brand awareness and driving traffic to Slim Chickens restaurants by partnering with local sports teams and youth organizations for fundraising opportunities.

By offering a 15% donation of sales generated from these events, we encourage sports teams and youth organizations to choose Slim Chickens as their post-game celebration spot.

The target audience for this campaign is anyone involved in high school/youth sports teams and organizations - including parents and coaches.

This is a variant of our main Fundraising campaign - more general information about fundraisers can be found in the Fundraiser section.

Above Management Team Members should connect with Athletic Directors /Administration at local schools and youth sports organizations to promote this program.

L.O.V.E. Restaurant Group will assist General Managers in promoting our Score Big 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.

Score Big Fundraiser Application Process (same as regular fundraiser):

- Guest signs up through Slim Chickens Fundraising Page (must select location and date of event)
- Our Team (DJ) will review all applications to ensure eligibility and availability.
- Upon approval, guests will receive notice of approval, additional information, and a promotional flyer that the organization can distribute to the community.

"SCORE BIG" MATERIALS IN-STORE WEBPAGES



QR Code Destination

- loveqsr.net/fundraise

Slim Chickens Site

- slimchickens.com/fundraising

PROMOTIONAL FLYER

Southern Heart ✕ *2003* *Delta* *HONEST FOOD*
GOLDEN *Good Gravy!* *WIDAKS* *MADE*
Delta *Fres* *Bre*
COMMU *Tas*
RA *Ho*
THE PORCH *HOT*

SCORE BIG

with **SLIM CHICKENS®**

*The Perfect Post-Game Celebration
with a 15% Cash Back Donation
for Your Team!*

Celebrate your team at Slim Chickens and support your team at the same time! With our "Score Big with Slim Chickens" fundraising campaign, your team can enjoy a delicious meal while earning 15% back on every dollar spent.

**NO NEED TO WAIT FOR AN ANNUAL EVENT,
MAKE EVERY POST-GAME GATHERING
A FUNDRAISER AT SLIM CHICKENS!**

 **SLIM CHICKENS**

Southern Heart ✕ *2003* *Delta* *HONEST FOOD*
GOLDEN *Good Gravy!* *WIDAKS* *MADE*
Delta *Fres* *Bre*
COMMU *Tas*
RA *Ho*
THE PORCH *HOT*

HOW IT WORKS

Step 1: Schedule Your Fundraiser
Visit loveqsr.net/fundraise and choose your preferred Slim Chickens location and date for your post-game celebration.

Step 2: Spread the Word
Share the event details with your team, friends, and family. The more people you invite, the more funds you'll raise!

Step 3: Enjoy and Earn
Bring your team to Slim Chickens after the game, enjoy a tasty meal, and automatically earn 15% back for your team!

Remember to have your organization's Tax ID number on hand when scheduling your fundraiser.

ELIGIBILITY

To ensure a successful event, please note the following rules and restrictions:

1. Sales tax is not included in the donation calculation.
2. No event marketing is allowed on restaurant premises.
3. Online sales are not eligible for donations.
4. Your organization must bring in at least \$250 in sales to qualify for a donation.

**TO LEARN MORE OR SCHEDULE
YOUR FUNDRAISER,
SCAN THE QR CODE OR VISIT :**
LOVEQSR.NET/FUNDRAISE

 *Scan Me!*

 **SLIM CHICKENS**

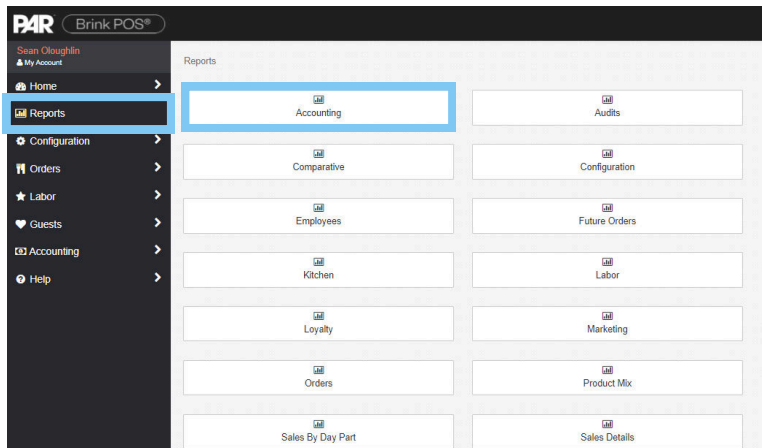
POS GUIDE FOR "SCORE BIG" EVENTS

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.

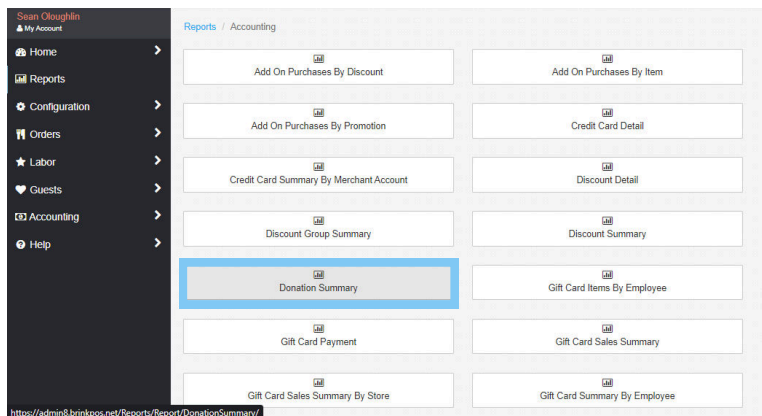


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REPORTING AFTER A "SCORE BIG"

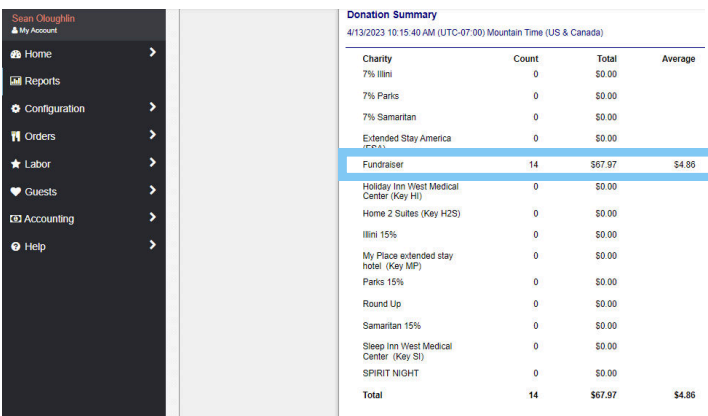


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The screenshot shows the 'Donation Summary' report for 4/13/2023 10:15:40 AM (UTC-07:00) Mountain Time (US & Canada). The report is displayed in a table format with columns: Charity, Count, Total, and Average. The 'Fundraiser' row is highlighted with a blue border.

Charity	Count	Total	Average
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7% Parks	0	\$0.00	
7% Samartian	0	\$0.00	
Extended Stay America (PDA)	0	\$0.00	
Fundraiser	14	\$67.97	\$4.86
Holiday Inn West Medical Center (Key HI)	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

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.

GUIDELINES AND TIPS FOR HOSTS

RULES AND REGULATION

- 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.

BUSINESS

Bites

CATERING

The Slim Chickens Catering campaign aims to increase brand awareness and drive traffic to Slim Chickens restaurants by promoting our catering services to local businesses and organizations. By offering a variety of delicious menu items and emphasizing convenience, we hope to establish Slim Chickens as the go-to choice for catering in our community.

L.O.V.E. Restaurant Group will be promoting our catering program in a variety of ways.

- Social Media - on each store's Facebook page for our followers as well as boosted in each store's local area geographical area to reach more guests.
- Emails/Email List - we will be sending an email that includes our catering program updates to our guests whom we have email addresses for, moving forward we will be collecting emails to connect with catering guests on a more regular basis.
- LTO Screen near Menu Boards - this will load automatically.
- Flyers - hand out to guests that may be interested.
 - General Catering Flyer
 - Cater 4 More Program Flyer
- LSM Kits to be handed out to businesses

CATERING MATERIALS IN-STORE

PROMOTIONAL FLYER



LSM KIT



CATER 4 MORE PROGRAM

Welcome to the Slim Chickens "Cater 4 More" Program! This guide aims to help you understand the program and how to implement it in your restaurant. We're excited to help you build customer loyalty and increase catering orders by offering businesses a fantastic deal.

Program Overview:

The "Cater 4 More" Program is designed to incentivize businesses to cater their events with Slim Chickens. After catering four meals, the business will receive their fifth catering order for free, with a value matching the lowest-cost order from their previous four events. The program targets repeat businesses and incentivizes them to keep coming back to Slim Chickens for their catering needs and makes ordering Slim Chickens habitual.

Program Details:

- **Minimum order value:** \$150
- **Value of the 5th order:** Matches the lowest cost from the previous four orders
 - Example: Company A's order values are \$350, \$375, \$410, and \$265. The 5th order value will be \$265.
- ***Offer exclusive to businesses and organizations you have personally offered the program.***

Tracking Catering Orders:

Each restaurant will receive a "**Tracking Sheet**" to monitor the number of organizations signing up for the program. General Managers should ensure that employees are consistently updating the sheet and tracking orders accurately.

Encourage App Usage:

When accepting catered orders, encourage the company ordering to use the Slim Chickens app. This will allow them to receive additional cash back and earn points to be used later. Be sure to mention this to them every time when you hand out a flyer or accept a catering order on the phone.

Evaluation:

The success of the Cater 4 More Program will be evaluated through tracking the number of organizations that sign up for the program. Each store's goal is to have a minimum of 5 new organizations signed up for the program per quarter. If you have any questions or need assistance, please don't hesitate to reach out to DJ Von Frank.

Introducing Slim Chickens

CATER 4 MORE

Program

CATER 4 MORE FLYER



SLIM CHICKENS

Introducing Slim Chickens

CATER 4 MORE

Program

**CATER 4 TIMES WITH SLIM CHICKENS,
AND GET YOUR 5TH ORDER FREE!**






Take advantage of this exclusive offer today!

**MAKE SLIMS THE GO-TO CHOICE
FOR YOUR CATERING NEEDS**

What We're Offering

Experience the ultimate solution for company lunch planning with our exclusive Cater 4 More program, designed specifically for you! Let Slim Chickens take the stress off your hands by providing a diverse menu that caters to everyone's tastes. Enjoy seamless navigation, prompt service, and a host of irresistible benefits.

Our efficient catering service, complete with delivery, ensures your company lunches are well taken care of, leaving you free to focus on other important tasks. Utilize the Slim Chickens App to earn rewards with every order, making the entire process even more rewarding.

Cater with us four times, and we'll express our gratitude by offering you a complimentary fifth order. Trust Slim Chickens to simplify your company lunch planning while delivering outstanding quality and satisfaction for your team.

Program Highlights

- Minimum order value: \$75 | Maximum order value: \$1,000
- Value of the 5th order: Matches the lowest cost from the previous four orders
- Delivery available for added convenience

**CONTACT YOUR LOCAL SLIM CHICKENS
GENERAL MANAGER TO GET STARTED!**

 **SLIM CHICKENS®**

Offer exclusive to businesses and organizations who have been personally invited to the program. The value of the 5th order will match the lowest cost from the previous four orders. Minimum order value of \$75 and maximum order value of \$1,000. Delivery charges may apply. Slim Chickens reserves the right to modify or discontinue this program at any time. For complete details, contact your local Slim Chickens General Manager.

LSM KITS

Overview

The LSM Kit campaign aims to provide General Managers (GMs) with a comprehensive package of marketing materials to advertise Slim Chickens' catering services to the local community. The primary objective is to serve as a one-stop-shop for all things catering, streamlining the promotion process for GMs and making it easier to build and maintain relationships with potential customers.

Execution:

- General Managers will distribute at least 5 LSM Kits per week to potential catering clients
- A tracking document is provided to ensure no businesses/organizations are hit twice by the same restaurant.
- General Managers should build and maintain relationships with the recipients of the kits, turning prospects into regular catering customers

What's Included:

- Catering Promo Flyer
- Catering Menu
- To-Go Menu
- Cater 4 More Program Flyer
- Reserve The Porch Flyer
- Be Our Guest Cards **
- Business Card **

**** Above Management Team Members will need to add these to the LSM Kits**



RESERVE THE PORCH

Overview

The "Reserve the Porch" campaign aims to encourage local businesses and organizations to reserve Slim Chickens' porch for large group lunches during weekday lunchtime hours. This campaign will increase foot traffic at Slim Chickens restaurants and generate more business during slower lunch periods.

Execution

- GMs will receive window clings to put up on windows/garage doors of the porch in each restaurant. They will also receive a "Reserved" door hanger to put up when a group has reserved the porch.
- GMs will track porch reservations on the calendar in their office, or the calendar provided in this section.

Creative Assets

- Flyer
- Tracking Calendar for GMs (1 per day)
- Window Cling
- Door Hanger
- Social Media posts
- Emails

WINDOW CLING

Fresh Air, Delicious Fare.
RESERVE THE PORCH.
Contact our Management Team for More Details.

DOOR HANGER



PROMOTIONAL FLYER



BE OUR GUEST CARDS



Be Our Guest Cards will be handed out to potential guests as you are out networking in the community. This is a conversation piece for you to invite influential leaders in the community to come to check out the restaurant.

Cards have been shipped directly to your restaurant. If you run out and need more, please reach out directly to DJ Von Frank.

CATERING LOCATION GUIDE

This guide is designed to help generate locations of potential businesses in your local area. Add names, contact names and contact info in each category below.

CORPORATIONS AND BUSINESSES

Many corporations and businesses require catering services for corporate events such as meetings, conferences, seminars, training sessions, product launches, or office parties. Catering can provide meals, snacks, and beverages for these events, ranging from small-scale gatherings to large corporate functions.

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NON-PROFIT ORGANIZATIONS

Non-profit organizations, such as charities, foundations, and community groups, often hold events or fundraisers that require catering services. These events can include charity galas, fundraising dinners, volunteer appreciation events, and more.

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EDUCATIONAL INSTITUTIONS

Schools, universities, and other educational institutions may require catering services for various events, such as faculty meetings, graduation ceremonies, student orientations, alumni reunions, and other campus events.

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GOVERNMENT AGENCIES

Government agencies at the local, state, or federal level may require catering services for official events, meetings, conferences, or other gatherings. This can include government departments, agencies, or public institutions that host official functions.

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HEALTHCARE FACILITIES / DRUG REPS

Hospitals, clinics, nursing homes, and other healthcare facilities may require catering services for patient meals, staff meals, or special events such as healthcare conferences or workshops.

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RELIGIOUS AND CULTURAL ORGANIZATIONS

Religious and cultural organizations may require catering services for events such as religious ceremonies, cultural festivals, community gatherings, or other special occasions that involve food and beverage services.

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RELIGIOUS AND CULTURAL ORGANIZATIONS	
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EVENT PLANNERS / WEDDING PLANNERS

Event planners and wedding planners often require catering services for the events they organize. This can include weddings, private parties, corporate events, or other special occasions that require food and beverage services for guests.

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LSM KIT TRACKER

SOCIAL CLUBS AND ORGANIZATIONS

Social clubs, community organizations, and other groups may require catering services for their social events, gatherings, meetings, or activities that involve meals and refreshments.

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SPORTS TEAMS/ATHLETIC ORGANIZATIONS

Sports teams, athletic organizations, and sports clubs may require catering services for team meals, athlete gatherings, or sports events such as tournaments, competitions, or awards ceremonies.

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THE POSSIBILITIES ARE ENDLESS!

The catering industry can serve a wide range of clients and events, making it a diverse and dynamic market for catering businesses to explore and target.

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TRACKERS



DATE	BUSINESS	CONTACT NAME	CONTACT NUMBER



LIVING OUR VALUES EVERY DAY

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[illegible]

[illegible]

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[illegible]

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CATER 4 MORE TRACKER

Business Name	Contact Name	Phone Number

Details about catering orders:

Order Tracking

Date:	Date:	Date:	Date:
Total:	Total:	Total:	Total:
Comments:	Comments:	Comments:	Comments:

CATER 4 MORE TRACKER

Business Name	Contact Name	Phone Number

Details about catering orders:

Order Tracking

Date:	Date:	Date:	Date:
Total:	Total:	Total:	Total:
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CATER 4 MORE TRACKER

Business Name	Contact Name	Phone Number

Details about catering orders:

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Details about catering orders:

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Order Tracking

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CATER 4 MORE TRACKER

Business Name	Contact Name	Phone Number

Details about catering orders:

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Date:	Date:	Date:	Date:
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CATER 4 MORE TRACKER

Business Name	Contact Name	Phone Number

Details about catering orders:

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Order Tracking

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CATER 4 MORE TRACKER

Business Name	Contact Name	Phone Number

Details about catering orders:

Order Tracking

Date:	Date:	Date:	Date:
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Comments:	Comments:	Comments:	Comments: