



FUNDRAISING NEVER TASTED — SO — GOOD

RAISE MONEY FOR
YOUR CAUSE WITH A
PIZZA FUNDRAISER

FUNDRAISING OPTIONS

For locally owned and operated Hallrich Incorporated Pizza Hut restaurants. Find them at InnerCrust.com and **START RAISING DOUGH TODAY!**

DINING ROOM TAKE-OVERS

Specifically for large school clubs - booster, band etc; the larger the organization, the bigger and more effective the fundraiser.

1. Must be a Sunday through Wednesday (available days/hours vary by location)
2. Group must distribute a minimum of 1,000 flyers, six to eight weeks prior to scheduled event; template provided by Hallrich

OPTION 1: **Celebrity Server Event**

Our most successful fundraisers! "Celebrities" earn tips for helping-out in the dining room and visiting with your guests. School/group gets 100% of tips acquired during the event (vs. 10% of non-discounted sales). They may set out tip jars around the dining room and at the counter for carryout customers.

Pizza Hut servers will "staff" the event. Celebrity Servers write down orders (with the help of Pizza Hut staff) and give them to Pizza Hut staff. Celebrity Servers may help clear tables and work the dining room, but they are not permitted behind the front counter.

OPTION 2: **Dine-to-Donate**

Similar to above, without celebrity servers collecting tips; instead, Hallrich donates 10% of event proceeds (excluding discounted sales) to organization as long as a flyer is attached to the receipt.

DOUGH FOR DOLLARS

Our fundraising cards have a value of over \$150; your group sells them for \$10 each and keeps \$8 per card!

1. \$2 per card sold and any/all unsold cards to be returned at end of selling period of up to 30 days
2. \$50 non-refundable down-payment due upon delivery of cards (applied to first 25 cards sold)
3. Customized cards, with your group's logo, available for pre-paid orders of 1,000 or more cards
4. Contact Hallrich Incorporated at 330.474.5264 or abbrouse@hallrich.net to get started



Students, parents, and volunteers sell cards at work, at church, in neighborhoods, and many are sold at school-related events. Expect an average of 5 cards to be sold per person. Card sellers should be aware of selling on any private property and should always ask for permission before soliciting. Cards cannot be sold on Pizza Hut property. For the safety of our children, school-aged children must have adult supervision when selling.

SIX KEYS TO A SUCCESSFUL EVENT

- 1. SCHEDULE NO LESS THAN SIX WEEKS IN ADVANCE**
Schedule your fundraiser at least six weeks in advance. This gives you ample time to properly promote your event. Eight weeks is even better!
- 2. PRINT THE OFFICIAL FLYER**
Download the Celebrity Server/Dine-To-Donate flyer, insert event details, then print and distribute to all of your family, friends, coworkers, etc. Distribute a minimum of 1,000.
- 3. EMAIL BLAST**
Emailing the Celebrity Server/Dine-To-Donate flyer to your family, friends, coworkers, etc., is a quick and easy way to generate buzz and interest in your event. Simply attach the file to your email and send away. Once it's sent, all the recipient needs to do is print it out and bring it with them!
- 4. GIVE REMINDERS 48-HOURS BEFORE THE EVENT**
Two days prior, remind everyone about the event. They will already have the flyer and have it marked on their calendars, but hearing your voice will motivate them to attend.
- 5. ENCOURAGE EVERYONE TO BRING ONE PERSON EACH**
This is the easiest way to double your donation total. If you know someone is attending, encourage them to bring one more person.
- 6. EXPERIMENT WITH UNIQUE ADVERTISING TECHNIQUES**
In addition to distributing and emailing flyers, try advertising techniques such as inserting the flyer in the school newspaper, including in weekly newsletters/e-newsletters, or even uploading the flyer to your Facebook page. Make your flyers stand out by printing them on brightly colored neon paper. Remember, all guests **MUST** have a printed copy of the flyer with them (for Dine-to-Donate) and distributing flyers on Pizza Hut property is strictly prohibited.

FAQs

- **HOW MUCH MONEY WILL I RAISE?**
The more people you bring-in, the more money you will raise. That is why it is so important to heavily promote your event. Guests at Celebrity Server Nights are known to tip around \$5 each. Divide your fundraising goal by 5 to estimate the number of guests you need (ex. \$250 goal / 5 = 50 guests). Dine-to-Donate events typically generate \$2 per guest, so you would need at least twice the number of guests to reach the same goal.
- **WHEN WILL WE RECEIVE THE MONEY WE RAISE?**
Tips earned during Celebrity Server Nights are yours to take at the end of the event. For Dine-to-Donate, your check will be mailed directly to the address you provide to Pizza Hut two-four weeks after the event.
- **MY EVENT WAS A SUCCESS! CAN I DO IT AGAIN?**
We want everyone to have a chance at a successful fundraising event, so we limit you to four events in a calendar year at least two months apart. Talk with your Pizza Hut rep about our FUNdraising Cards for an additional program.
- **MY EVENT DID NOT GO AS WELL AS I THOUGHT; WHAT WENT WRONG?**
Groups do not receive their ideal turnout due to lack of marketing. If you are able to try again, please refer to the tips above.
- **WHO SHOULD I CONTACT FOR ADDITIONAL QUESTIONS?**
Please speak to the Pizza Hut manager where you're hosting your event or email feedback@innercrust.com.

