

Your local **FIVE GUYS** Fundraiser options

*Here at **FIVE GUYS** of the Capital Region we firmly believe in being a part of the community not just a member in it.*

The following options are available to you and your group, to raise funds for schools and sports groups and be able to have your supporters enjoy a unique dining experience at **FIVE GUYS**, while enjoying a meal with Family and Friends, while supporting a great cause.

1. 20% Fundraiser. This is a 20% donation of sales donated back to your group when guests present the Fundraiser Flier that we provide for your group to make copies of, post on websites, email, or have on a Facebook page, Using Social Media is Key for reaching out for these events. Each Member can create an "Event" and invite supporters, family, and friends if the supporter has a Smartphone and flashes the flier posted on the web or states they are there to support the event we will honor the request, and ensure that their sale will be tallied in with the total fliers handed back in. If Flyers are handed out at the event to regular guests the event will be dropped to 10% automatically.

2. 10% Word of Mouth Fundraiser. This option you still get a Flier to print, email, post on your website and Facebook page, the difference is no flier is needed for the supporters to bring in. However it is very important that you market the event to drive your event, also you are getting 10% of all sales in the store for the allotted time of the event usually 5pm until 8pm days available are Monday, Tuesday and Wednesday with 1 months notice.

3. 20% after Sporting Event or Practice Fundraiser. After a game or event, students simply show up to the store alerting the Store Manager that they are there to support their school or sports team. The store will support the team and school by retaining the sales slips for the group or families for the month and tracking the sales. At the end of the month the team or school will receive a check for 20% of their purchases for the past month. Web orders and Call Ahead Order are also available, if it is marketed the correct way it could be quite lucrative for the team. Also this should be marketed at School Sprit rallies, announced at the games or practices, and driven by the students, at the school level. Twitter, Facebook, and texting works as well. Remember we don't know unless the students and parents tell us what school you are supporting.

4. Gift Card Sales Fundraiser. Unlike candles and popcorn that you are used to selling, with our gift cards we ask for no markup or inflated sale price, so for every gift card sold the school receives a percentage back of the face value of the card. They can range in amounts beginning at \$5.00 to any amount desired. The way it works is like this,

- Students and Players Promote the sale of Five Guys Gift cards at games of events at schools.
- At the end of the event they contact the store for amount needed. Then picked up the following day.
- The amount is recorded at the store level and an email is sent to the contact person with a running total.
- Then the donation amount grows as you sell more and you may cash in when you like, however we ask for a 1 week notice when asking to cash in.

We have had success with a few groups that have used the following ideas,

Make it fun with a Class Competition. The schools colored the fliers per classrooms or teams involved the most returned won a Pizza Movie free period after the event before a holiday weekend, Shenendehowa of Clifton Park used this tactic and the return was a \$788.00 payout from sales generated for a 4 hour event.

Tie it in with another activity or event. Book It, or a Book Club Night at Barnes and Noble, or Borders. Paige Elementary ties this one in with a Halloween costume Party at the event, this resulted in a \$725.63 donation back for a 3 hour event and they do 3 per year.

Get your group and team ready for a great time earning and raising funds for your group, while enjoying each other's company and the **FIVE GUYS** experience

Voted "Americas Favorite Burger 2011" by Zagat Survey