



## blue<sub>2</sub>O Ripple Effect Organization Guidelines

blue<sub>2</sub>O strives to make a positive impact by helping organizations raise funds in order to create a ripple effect of support and opportunities in our community. A blue<sub>2</sub>O Ripple Effect fundraising event is another way to be involved in the community and to support not-for-profit organizations.

### **What is a blue<sub>2</sub>O Ripple Effect event?**

A blue<sub>2</sub>O Ripple Effect event is a community involvement program where blue<sub>2</sub>O helps raise funds for not-for-profit organizations. Not-for-profit organizations must be in the blue<sub>2</sub>O trade area and have a valid tax ID number. The benefiting organization will promote the blue<sub>2</sub>O Ripple Effect event to community members. **The organization will receive 10% of the sales (excluding tax and gratuity) from the organization's guests when an event voucher is presented.**

### **Who is Eligible?**

Ideal blue<sub>2</sub>O Ripple Effect event partners are organizations that strengthen families, promote a safe, nurturing environment for children and youth and emphasize student academic and physical achievement. blue<sub>2</sub>O donations are NOT intended to be used by individuals or groups collecting personal or corporate profit, or causes that are in contrast to our family based values. blue<sub>2</sub>O Ripple Effect event participants must be a not-for-profit with a valid tax ID number.

*Organizations not able to participate include:*

- Individuals seeking aid
- Organizations without a not-for-profit tax ID #
- Political action groups
- Political candidates
- Private clubs, fraternities or sororities (unless the group is raising money for a not-for-profit organization that meets the blue<sub>2</sub>O Ripple Effect organization requirements)
- Travel expenses for individuals or groups

### **blue<sub>2</sub>O Ripple Effect Guidelines & Application**

Review the following guidelines and complete the attached blue<sub>2</sub>O Ripple Effect event application. If your organization meets the blue<sub>2</sub>O Ripple Effect event criteria, return completed application to blue<sub>2</sub>O General Manager a minimum of five weeks prior to requested blue<sub>2</sub>O Ripple Effect event date.

The fundraising event takes place at blue<sub>2</sub>O seafood grill + bar on a specified day. A blue<sub>2</sub>O Ripple Effect event can be held on Monday through Thursday for a minimum of three hours and a maximum of one full day. The event time will be scheduled by the General Manager upon event approval. Depending on demand, a recurring blue<sub>2</sub>O Ripple Effect event may be limited to one day per quarter, for each organization.



No later than three weeks prior to your blue<sub>2</sub>O Ripple Effect event, the organization will be e-mailed the following blue<sub>2</sub>O Ripple Effect promotional materials in PDF format:

- Customized Invitation/Voucher (8.5" x 11" sheet, 2 per page)
- Customized Poster with Vouchers (8.5" x 11" sheet, with 5 tear-off vouchers. Use scissors to make vertical cuts on dotted lines so vouchers can be torn off.)
- Customized Poster (8.5" x 11", 1 per page)

It is the responsibility of the organization to distribute the event vouchers and poster via email and/or print to their supporters. For a successful fundraiser, distribution of at least 500 flyers is recommended. blue<sub>2</sub>O Ripple Effect event vouchers must be turned in to servers at the restaurant during the reserved blue<sub>2</sub>O Ripple Effect event. Vouchers cannot be used for purchasing gift cards. Servers will attach the event voucher to the guest check and the organization will receive 10% of all food and beverage sales from the blue<sub>2</sub>O Ripple Effect event.

#### **blue<sub>2</sub>O Ripple Effect Rules:**

- Application must be submitted to General Manager a minimum of least five weeks in advance of the requested event. Due to limited availability, schedule as far in advance as possible.
- Guests must have a voucher to have their sale counted in the total tally.
- Seating cannot be guaranteed for large parties. Even though it is the organization's scheduled day, blue<sub>2</sub>O cannot give preferential seating. Advanced reservations are highly recommended.
- *Organizations cannot distribute flyers on premise of blue<sub>2</sub>O* (this includes our parking lot). This must be communicated by the organization to all persons distributing promotional materials.
- In accordance with our no solicitation policy, organizations are not permitted to display or distribute any signage, pamphlets or other propaganda for the organization's scheduled fundraiser on premise without the permission of blue<sub>2</sub>O General Manager.
- Organization must receive approval from ANY private property owner in order to distribute/solicit flyers on premises (i.e. placing flyers on cars, handing out at shopping centers, mailboxes, etc.). The organization will be responsible for paying any littering or postal fines accrued if this rule is violated.
- Please reference the blue<sub>2</sub>O Ripple Effect formula:  
Estimated attendance multiplied by average guest check equals Ripple Effect event sales multiplied by .10 (10%) equals the Ripple Effect event donation.
- For the purpose of extending realistic expectations, if the blue<sub>2</sub>O Ripple Effect fundraiser brings in \$2,000, the 10% donation would be \$200 to the organization.
- **If the organization fails to bring in a minimum of \$500.00 in sales, the 10% donation will be made in the form of blue<sub>2</sub>O promotional Be Our Guest Certificates** (Redeemable for future food and beverage purchases at blue<sub>2</sub>O. Certificates to be used for the organization's future fundraising events).

#### **blue<sub>2</sub>O Provides:**

- A dining experience that promises to feature the freshest catch of seasonal and traditional seafood, presented with premium ingredients offering the most interesting flavor profiles that can be enjoyed by the organization's supporters.
- Electronic versions (PDF) of the following printable event promotional material: an event invitation customized voucher, wall flyer with tear-off vouchers and an event promotional poster.



#### **The Organization Provides:**

- Completed application with a valid tax ID number.
- Promotion of event, printing and distribution of flyers and vouchers or email distribution of the promotional material to their constituents.

#### **Tips to Planning a blue<sub>2</sub>O Ripple Effect Event:**

- **Have a specified far-reaching plan to distribute the event vouchers.**
- **Personally delivering flyers and chatting about the event is by far the best way to get people to come to your blue<sub>2</sub>O Ripple Effect event.** Friends, family and volunteers are the perfect resource for this type of event. Encourage them to hand the flyers out at work, meetings, etc. Make sure they understand blue<sub>2</sub>O and private property restrictions.
- Send out press releases and public service announcements to local newspapers, radio stations and television stations.
- **Set realistic expectations.** Consider the dollar amount of funds you want to receive from the fundraiser. For example, if you want to earn \$200, your organization needs to bring in \$2,000 in sales. If the average guest spends \$30.00, approximately 67 people will need to participate in the fundraiser to reach your goal.
- **Promote, Promote, Promote.** Ultimately, the enthusiasm of the organization's members to promote the event is the biggest factor in success.
- **Distributing vouchers and posters to your supporters 1-2 weeks in advance** is optimal. You will receive electronic versions of the blue<sub>2</sub>O Ripple Effect event vouchers and poster three weeks in advance of your scheduled event so you have enough time to print and/or email. Display the posters provided at your organization's meeting location and other community locations (with permission).
- **Remember email is a cost effective way to promote your event.** Be sure you instruct the recipient to print the event voucher to bring with them the day of the event.
- To open a PDF file, your computer must have an Adobe PDF reader. The most recent version is available for free – download at [www.adobe.com](http://www.adobe.com).
- Include contact information in your email, just in case some recipients are unable to print the flyer.
- Please use the verbiage from the flyer in any communications about the fundraiser. It should be clear that the event does not discount meals; it simply raises funds for your group.
- **Utilize any print materials you already have.** Stuff the flyers in the newsletters or magazines already set to go out. Take advantage of any opportunity to announce your blue<sub>2</sub>O Ripple Effect event to groups willing to support your cause (i.e. group sporting events, PTA meetings, etc.)
- **Communicate with the blue<sub>2</sub>O General Manager** regarding the status of your organization's voucher distribution one week prior to the event.

# blue<sub>2</sub>O Not-for-profit Donation Requests

blue<sub>2</sub>O believes in being an active community partner and our focus is to help make a difference that will help ripple out to the community. We strive to help you make that difference by giving back and starting a wave of opportunities.

## To request a donation:

- Donation requests are accepted ONLY through an online request system.
- Please follow the below steps to submit a donations:
  1. Go to [www.blue2Oseafoodgrill.com](http://www.blue2Oseafoodgrill.com)
  2. Scroll mouse over *About Us* and scroll down to click *Community Involvement*
  3. Click on *Submit a Donation*
- Please note that requests must be submitted 30 days in advance to allow for processing.
- After submitting, you will receive a confirmation email stating that your request has been received and is being reviewed. You will receive an email notification if your request has been approved or denied.
- **Donations cannot be requested in conjunction with a blue<sub>2</sub>O Ripple Effect fundraising event.**