



## Chili's® Give Back Night Organization Guidelines

Chili's is proud to support the communities in which we operate. The Give Back Night program is another way to be involved in the community and to support not-for-profit organizations.

### **What is a Give Back Night?**

A Chili's Give Back Night is a fundraiser where Chili's "gives back" to not-for-profit organizations. Not-for-profit organizations must be in the Chili's trade area and have a valid tax ID number. The fundraising event takes place at your local Chili's restaurant on a specified evening. The benefiting organization will promote the Give Back Night to community members. The organization will receive 10% of the sales (excluding tax and gratuity) from the organization's guests when the event voucher is presented.

A Give Back Night is usually held on a Tuesday or Wednesday evening for a minimum of three hours. Additional or special hours may be requested; however, the event date/time will be determined by the General Manager upon event approval.

No later than three weeks prior to your Give Back Night, the organization will be e-mailed the following Give Back Night promotional material 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 promotional flyer with event voucher and poster via email and/or print to their supporters. For a successful fundraiser, distribution of at least 500 flyers is recommended. Give Back Night event vouchers must be turned in to servers or To Go staff members at the restaurant during the reserved Give Back Night 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 Give Back Night event.

### **Give Back Night Guidelines & Application**

Review the following guidelines and complete the attached Give Back Night application. If your organization meets the Give Back Night criteria, return completed application to the local Chili's Restaurant Manager a minimum of five weeks prior to requested Give Back Night event date.

Ideal Chili's Give Back Night partners are organizations that strengthen families, promote a safe, nurturing environment for children and youth and emphasize student academic and physical achievement. Chili's 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. Chili's Give Back Night 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 Give Back Night organization requirements)
- Travel expenses for individuals or groups

### Give Back Night Rules:

- Application must be submitted to Restaurant Manager a minimum of five weeks in advance of requested Give Back Night Event. Due to limited availability, schedule as far in advance as possible.
- Guests must have a valid Give Back Night voucher in order to have the sale counted.
- Seating cannot be guaranteed for large parties. Even though it is the organization's scheduled day, Chili's cannot give preferential seating. A large party may have an additional wait or may not be able to be accommodated due to business volume.
- *Organization members cannot distribute flyers or display posters on premises of Chili's Restaurants* (this includes Chili's parking lot). This must be communicated by the organization to all persons distributing flyers.
- 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 premises of Chili's.
- You must receive approval from ANY private property owner if you wish to distribute flyers or display poster 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 if this rule is violated.
- **If the organization fails to bring in a minimum of \$500.00 in sales, the 10% donation will be made in the form of Chili's promotional Be Our Guest Certificates** (redeemable for future food and beverage purchases at Chili's).
- For the purpose of extending realistic expectations, if the Give Back Night fundraiser brings in \$1500 (excluding tax and gratuity), the 10% donation would be \$150 to the organization.  
*Give Back Night Donation Formula:*  
Estimated attendance x \$15 (average guest check) = Give Back Night Sales x .10 (10%) equals the Give Back Night donation
- Inform the Chili's Restaurant Manager approximately how many Give Back Night event vouchers were distributed at least one week prior to the event.

### Chili's Provides:

- The fun and casual atmosphere that we always offer for the organization's fans, friends and family to enjoy!
- An electronic version (PDF) of a invitation/voucher, poster/vouchers and poster customized with organization information and date/time of the event.
- A statement with the donation amount emailed to the organization approximately one week after the event.
- Mailing of the donation check or Be Our Guest Certificates approximately two weeks after the event.

### 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 Give Back Night

- **Personally delivering flyers and chatting about the event is by far the best way to get people to come to your Chili's Give Back Night.** 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 Chili's 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 \$10.00, approximately 200 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 flyers and poster to your supporters 1-2 weeks in advance** is optimal. You will receive an electronic version of the Give Back Night flyer with event voucher 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 Give Back Night to groups willing to support your cause (i.e. group sporting events, PTA meetings, etc.)
- **Communicate with your Chili's Restaurant Manager** regarding the status of your organization's voucher distribution.