



HAMILTON MILL

DACULA

Spirit Night Fundraiser Information

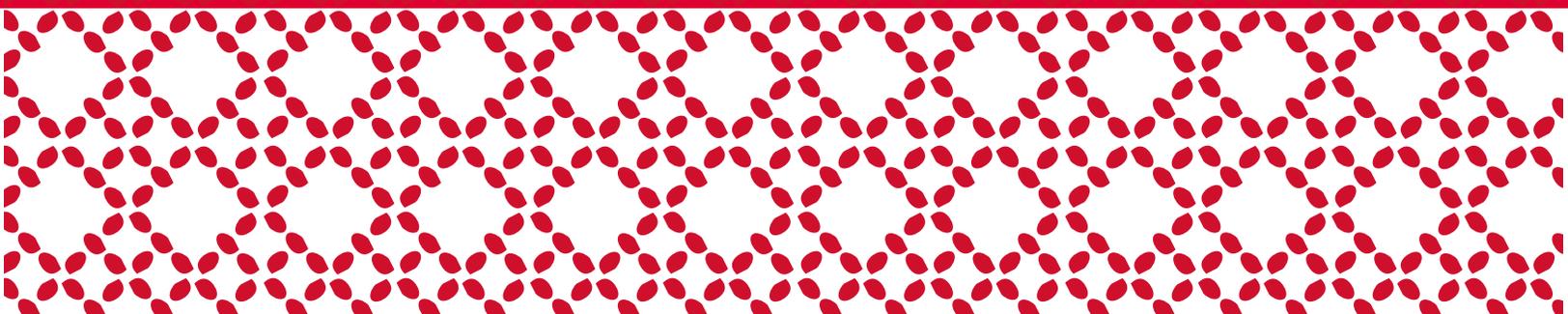
Thank you for your interest in partnering with Chickfil-A Hamilton Mill & Dacula. We proudly support our community and take great pride in working with our local schools and organizations to help them achieve their fundraising goals.

In this information packet, you will find details about our Spirit Night fundraising option. Please read through this thoroughly. If you have any questions or want to talk about any ideas or other ways that we can help your organization, please let us know using the contact information below.

Thank you again for considering Chick-fil-A Hamilton Mill & Dacula for your fundraising endeavors. We are looking forward to serving you.

Chick-fil-A Hamilton Mill Marketing
hmillmarketing@cfahmd.com

Chick-fil-A Dacula Marketing
daculamarketing@cfahmd.com



What is a Spirit Night Event?

Spirit Nights are the ultimate low cost fundraiser! Simply invite teachers, children, co-workers, and families to enjoy a meal at Chick-fil-A Hamilton Mill & Dacula during your designated event, and your group will enjoy a share of the profit from the sales that your organization brings in!

While Spirit Night Fundraisers are great for most groups, they may not work for all groups. Please feel free to contact us for alternative fundraising options.

We offer Spirit Night Fundraisers to groups that meet the following criteria:

- Non-profit 501(c)(3) Organization
- Organization with access to a minimum of 50 families
- Organization or event that is located in and dedicated to serving the Atlanta area

These fundraisers will NOT be considered for:

- Partnerships with individual support
- Partnerships without a clearly defined focus
- Partnerships related to a candidate running for office or political organizations
- Partnerships of controversial nature
- Partnerships related to or sponsored by alcohol or tobacco organizations

Priority for these fundraisers will be given to:

- Local schools already partnering with Chick-fil-A Hamilton Mill & Dacula
- Organizations & groups with a track record of successful fundraisers
- Organizations & groups intended to benefit the greater Atlanta community

Each request will be individually reviewed. Please consider the criteria above to ensure your requests meet the requirements prior to submission. It can take up to two weeks to review each request, so please submit your request no later than one month before your requested fundraiser date. A prior partnership with Chick-fil-A Hamilton Mill & Dacula does NOT guarantee future partnerships.



Rules & Guidelines

To make sure your fundraiser goes as smoothly as possible, there are rules & guidelines for partnering with Chick-fil-A Hamilton Mill & Dacula.

- The partnering organization will earn a percentage of sales generated by their participation on the scheduled day & time of their fundraiser
- Sales of between \$500-\$1,000 will receive 10% of the evening's sales
- Sales of \$1,001 and up will receive 15% of the evening's sales
- A minimum sale of \$500 must be made in order for Chick-fil-A Hamilton Mill & Dacula to make a donation to the organization
- Spirit Nights are only able to be scheduled Monday-Thursday evenings between 5:00-8:00 PM (if you are unable to schedule during these times, reach out to the store specific marketing email)
- Guests of the participating organization may place their orders inside at the front counter or outside in the drive-through
- The partnering organization's sales will be tracked using our register system. Guests of the partnering organization should always let their cashier know that they are with the fundraiser before placing their order; otherwise, the purchases will not be tallied.
- The partnering organization hosting the fundraiser may NOT solicit our regular guests on their fundraisers' behalf
- The partnering organization is limited to hosting one Spirit Night fundraiser each month.
- Someone in a leadership position from the school/organization MUST be present the entire duration of the event in order to interact with the families participating in the fundraiser and to represent their school/organization

FAILURE TO COMPLY WITH THE RULES, OR ABUSE OF THESE RULES, WILL SUBJECT THIS ORGANIZATION'S FUNDRAISER TO CANCELLATION AND FORFEITURE OF THE NIGHT'S EARNINGS.



Tips for success

- Begin the promotions of your fundraiser well in advance. We recommend at least two weeks in advance. Utilize newsletters, announcements, email, and other social media platforms.
- Your promotion should indicate why you are hosting the fundraiser. Broadcasting a purpose motivates your participants and will increase their level of interest.
- Don't forget to let your guests know that they can participate in the drive-through in addition to dining in or carrying out.
- The day of the event, make announcements at both morning & dismissal times, if you are a school. If the Chick-fil-A Cow© is present at dismissal, make that part of the announcement and build up anticipation!
- Fundraiser events are most successful when the school/organization's leadership is constantly present & involved. Talk with us about some of the options we have for involving your leaders in engaging with Spirit Night guests.
- The best fundraising results come from the schools and organizations that generate a lot of excitement throughout their pre-event promotions & advertising!

How we can help

- We will provide several different advertisement avenues. However, it will be left up to the school/organization to fully utilize these tools.
- We will include a listing and brief description of your fundraiser on our in-store community board.
- We will make an event on our Facebook page announcing your event. Be sure to "Join", "Like", and "Share" this event!
- We will provide an 8.5"x11" flyer in PDF format for you to print and use for your own advertising use.
- Upon request, we will offer Chick-fil-A Cow© visits at either drop-off or dismissal time for schools as a reminder to students & parents to attend the event. Please let us know in your request if you are interested in this option.



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Still have questions?

Email Callan Sims at callan@cfahmd.com