

# **TROPICAL SMOOTHIE CAFÉ**

## **FUNDRAISING PROGRAM**

### **INFORMATION**

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**Eat Well. Make Some Friends. Enjoy Giving.**

At Tropical Smoothie Café, we strive to contribute to a healthier way of life in the communities where we live and one of our Guiding Principles is to always “Do the right thing”. That’s why we’ve created the Tropical Smoothie Café FUNraiser where we give back a portion of our sales during your Tropical Smoothie Café event.

We want your next FUNraiser at Tropical Smoothie Café to be the most successful and fun event that it can be. In order to make it the most it can be, we’ve put together the following guidelines.

#### **Three Ingredients to a Successful FUNraiser**

##### **Make it Tropical**

Tropical Smoothie Café provides a fun and festive environment to hold your FUNraiser. Our Cafés provide a lush tropical environment where you and your guests can enjoy healthy food and unrivaled smoothies all served with our unparalleled hospitality. It’s the perfect setting to hold your next FUNraiser!

##### **Show Enthusiasm**

Have enthusiasm and really promote your FUNraising event! Hand out as many flyers as possible to friends and family. Have each person in your organization hand out flyers to their friends and family as well. Talk it up! The more people you invite, the more money will be raised for your organization!

##### **Have FUN!**

Make the event a party! People enjoy eating out and this is an enjoyable way to give! Make the event as fun as possible by having as many people from your organization there to really make it a party!

#### **Who can have a FUNraiser?**

Any non-profit organization can hold a FUNraiser at Tropical Smoothie Café. Here are just a few examples of clubs and organizations:

- Sports Teams & Clubs
- School Bands
- Senior Communities
- Girl Scouts
- Boy Scouts
- Cheerleading Squads
- PTA’s
- Church Groups
- Student Councils
- Booster Clubs
- Animal Shelter
- And any other non-profit organization!

## **What does my organization get from the FUNraiser?**

You get to share Tropical Smoothie Café's fresh food and fun atmosphere with friends and family! Plus, we give your organization a percentage of all sales during the hours of your FUNraiser!

## **When should I have my FUNraiser?**

The best time to host your FUNraiser is in the evenings from 5 - 9pm on a Monday, Tuesday or Thursday. We also recommend that you hold your FUNraisers at least one time per month.

## **How do I get started?**

We're happy you've selected Tropical Smoothie Café as your FUNraising partner!

1. Complete the FUNraising Request Form and meet with our FUNraising Coordinator to set your date
2. Promote your event – We will supply you with a flyer announcing your event. Print it and pass it out or send it via email
3. Enjoy for FUNraiser! Make sure you have plenty of volunteers to add to the festivities!

In order to raise as much money as possible, your organization needs to promote the fundraiser. Here are some ideas that might be helpful:

- Pass out the flyer to as many people as possible
- Post it on Community Boards
- E-mail it to everyone in your organization's database
- Have friends and family help with the promotion
- Announce it at school, work, sporting events, church, etc.
- Contact the Newspaper, Radio and TV
- Utilize MySpace and Facebook
- Add the information to your Café's Microsite
- Pass it out at grocery stores, retail locations, nearby businesses, etc.
- Have the organization leader or school Principal wear a Tropical Smoothie Café shirt the day of the event
- Ask about utilizing our Smoothie Cup Costume (if available)
- Text and call everyone you know the day of the fundraiser

The secret to having a successful FUNraiser rests with you. You must advertise the event and make sure as many people as possible show up!

## **We look forward to making your next FUNraiser a huge success at Tropical Smoothie Café!**

\*We require a minimum of one person from the sponsoring organization to be at the FUNraiser throughout the duration of the event. Failure to have a representative report at the beginning of the event or stay throughout the event will result in a forfeiture of funds raised.