



The Mark Twain Dinette, Inc.

Fundraising Night Guide

Raise 15-20% for your non-profit organization.

Call Kenna Bogue at (636) 385-0643 to arrange an event.

Email: kennabogue@marktwaindINETTE.com.

HOW IT WORKS

- Your organization will coordinate the event with a Mark Twain Dinette manager at least one month prior to the desired date. Next an evening will be selected to best meet the needs of your Fundraising Night.
- Fundraising Nights will take place on a Sunday through Wednesday.
- The Mark Twain Dinette manager will email you a sign and flyers for you to distribute. The Manager will also create an event on Facebook for you to share and invite friends. The organization will be responsible for spreading the word by all means available to the organization and encouraging organization supporters to come to the event.

NIGHT OF THE EVENT

- At least three volunteers from the organization will be present during each hour of the evening, from 5-9pm, to interact with guests and help clear tables.
- The Mark Twain Dinette will donate 15% of the sales from the evening. 20% will be donated if the total sales before tax and tips exceed \$2000. A check will be mailed within 1-2 weeks after the event.

TIPS TO PROMOTING A SUCCESSFUL EVENT

- Set realistic expectations. For example, if you want to earn \$150, your organization needs to bring in \$1,000 in sales. An average two person ticket is \$15-20.
- Distributing vouchers to your supporters 1-2 weeks in advance is optimal. You will receive an electronic version of the Give Back Event voucher to print and/or email.
- Promote! Ultimately, the enthusiasm of the organization's members is the biggest factor in success. Send out a press release to local newspapers, radio stations and television stations. Remember email/social media is a cost effective way to promote your event.
- A donation jar at the register during the event to increase fundraising is encouraged.
- Additional fundraising during the event such as raffles, games, etc. are up to the organization. Prior consultation with management is recommended.