



FUNDRAISER CHECKLIST

STARTERS

- Select a date 3-4 weeks lead-time to ensure proper communication of the event to all participants.
- Set a goal: \$ _____ .
- Print flyers announcing the event (see templates on La Cocina's website – www.bestmexfood.com).
- If possible designate a group of people to promote your fundraiser.
- Complete a W-9 form to ensure your proceeds are processed immediately.

MEDIA

- Prepare a press release and distribute to local media – you might be surprised how many extra fundraisers join your event.
- Prepare a 10 second PSA (Public Service Announcement) and fax to all local radio or TV stations.
- Make sure the event gets listed on local newspaper calendars; send details on event, time and place.

GENERAL

- Distribute La Cocina fundraiser flyer 7 to 10 days prior to fundraiser date. Deliver to anyone who might attend.
- Provide extras for people to give to friends and family.
- Post flyers in all appropriate areas within your organization.
- Include information about the fundraiser in your newsletter (if available).
- Ask potential guests to call ahead to La Cocina with the number of people in their party. That way, we'll know how much space your group will need.
- Consider incentives, the person who sends the most people to La Cocina on behalf of your group wins a prize.
- Make sure you (or a representative) attend the event to greet and acknowledge your participants.
- Make sure you (or a representative) will be present at the end of the event when the results are tallied – that way you can let your group know how much you raised immediately!

FOLLOW-UP

- Get a little post-event publicity (and plant a seed for the next event). Send a post-event press release to local media to recap the event and publish the success.
- Invite local media to the presentation of the "check" to the organization.
- Let us know how it went! Call us with any or suggestions, so your next event is even more successful.
- Set date for next fundraiser.

IMPORTANT REMINDERS:

- Take the time to promote your fundraiser well in advance
- To get credit for all your guests' meals, make sure that each guest knows to present the flyer to their server. The server will attach it to the receipt and give it to the manager. At the end of the event, we will count the receipts and figure the amount of the donation.
- Play fair. La Cocina does not allow donation cans in our kitchen nor solicitors in our dining rooms. We will disqualify your event if you distribute flyers to any guests on or around our restaurant property.