



## MOOYAH Marketing Communication **MOOYAH Fundraising Guide**

Looking for a way to raise money for your organization? MOOYAH is eager to partner with you for a Fundraising Event, where you can raise money doing something you already love – enjoying your favorite burgers, fries and shakes with family and friends!

### **How It Works**

MOOYAH will donate a percentage of all sales (excluding sales tax) generated by your organization at the fundraiser - the more people you bring in to eat, the more money your organization can make!

Up to \$1,000 Net Sales = **15% Donation**

\$1,001 - \$2,000 Net Sales = **20% Donation**

\$2,001+ Net Sales = **25% Donation**

Fundraisers are available at the restaurant of your choice, Sunday through Thursday, from 4pm to 10pm. We request you book your event one month prior to the event (**minimum of two weeks notice**).

### **How To Book Your Event**

Go to [MOOYAH.com/fundraising](http://MOOYAH.com/fundraising) and click “**Request your fundraiser NOW**”. Fill out the requested information (be sure to have your taxpayer ID# ready). You’ll receive a response from us within 3-5 days with all the information and marketing materials you’ll need to make your event a success.

In the response email from the MOOYAH fundraising team, you will also receive a link to our Fundraising Resource Center. This section includes FAQs, along with customizable marketing materials you can use to help promote your Fundraiser. Follow the steps in the next section to make sure your event is a success.

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### How To Promote Your Event

#### 4 Weeks Out

- Alert potential attendees to “Save The Date” by using the Fundraising Event Flyer (provided by MOOYAH)
  - Distribute at meetings, in newsletters, information packets, and any other forum for announcements
  - Post the event Flyer to your organization’s Facebook page and Twitter Accounts. You can also post on your personal pages and encourage others in your organization to do the same.
  - Send the event Flyer by email to your address book
- Post Fundraising Event Posters at your organization (provided by MOOYAH)
- Send a meeting invitation using a calendar tool to ensure the event is on everyone’s calendar

#### 1-2 Weeks Out

- Re-send and re-post event information using all methods outlined above. This will not only serve as a reminder, but it will alert people who may have missed the previous communications.
- Print and deliver event Flyers for distribution at your organization

#### Day of Event

- Print and deliver fundraising Stickers and Flyers for distribution at your organization. Ensure every potential attendee has a flyer in-hand and a sticker on them that day.
- Re-post event information to Facebook and Twitter accounts, and send a reminder email to your address book
- Come hungry and have fun!

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### **1-4 Weeks After**

- MOOYAH will send the donation check to the address listed on your registration form - be sure to announce the results and thank your participants at meetings, in newsletters, emails, etc. so everyone knows their contribution made a difference and will want to participate next time!

Say goodbye to endless bake sales, hot car washes, and overpriced gift-wrap drives, and **book your fundraiser with MOOYAH today!** For additional information or questions, please visit [MOOYAH.com/fundraising](http://MOOYAH.com/fundraising) or email [Fundraising@mooyah.com](mailto:Fundraising@mooyah.com)