



Flapjack Fundraiser Program Overview for Organizations

***Note: The Flapjack Fundraiser program structure has changed. If you have held an event at our restaurant in the past, please review the information below to ensure you are prepared to follow and implement the necessary guidelines.*

At Applebee's, being part of the neighborhood is what we're all about! We are happy to offer you the opportunity to raise funds and awareness for your organization by hosting a Flapjack Fundraiser at Applebee's.

The basic premise of a Flapjack Fundraiser event is to offer our restaurant facility during non-operating hours to help you raise money by selling set plates of pancakes and sausage.

The following is a quick look at the responsibilities of each party:

Program Snapshot -

- ◆ Conduct a Flapjack Fundraiser with Applebee's on Saturdays from 8:00 a.m.–10:00 a.m.
- ◆ Your organization sells a maximum of 400 tickets (200 tickets per hour seating session) & provides volunteers to work at the function; your group will keep a majority of the ticket sales revenue, minus \$2 per confirmed guest.
- ◆ Each ticket price consists of 3 pancakes, syrup, butter, 2 sausage links, refills on tea, coffee, juice and sodas and use of the plates, silverware, glasses and napkins.
- ◆ If a guest requests a second portion, our staff will be happy to accommodate very limited requests, however, Flapjack Fundraiser events are not advertised as "All-you-can-eat".

<p>Applebee's Responsibility</p>	<ul style="list-style-type: none"> ▪ Provide facility (location), kitchen and management staff. ▪ Provide plates, silverware, glasses and napkins. ▪ Order food/ingredients and prepare food. ▪ Make the event turn-key for organizations by supplying a ticket template that groups can copy and sell.
<p>Organization's Responsibility</p>	<ul style="list-style-type: none"> ▪ Advertise and promote event utilizing templates. ▪ Print and sell tickets. ▪ Provide volunteers to set up, greet, seat, serve and clean up after the event (see "Volunteer Matrix" on Page 5). ▪ Provide Applebee's corporate Marketing Representative with the final number of tickets sold the Friday before the event by noon.
<p>Cost</p>	<ul style="list-style-type: none"> ▪ Ticket options to choose from: <ul style="list-style-type: none"> - \$5, \$6 or \$7 tickets - Ticket prices can be no less than \$5 and no more than \$7 - All tickets must be priced the same.

Additional details regarding the specifics of the event are included on the following pages. If you are interested in scheduling an event, please thoroughly review this document and then download and complete the **Event Request Form** and Fax the completed form to 770-623-0557 attention Marketing. A Marketing Representative will call you to get your event booked and started. It can take up to a week to hear a response. Please plan accordingly.



Flapjack Fundraiser Organization Guide

Several frequently asked questions are below to help you plan for and organize your fundraiser. Should you have any questions at anytime, reach out to the corporate Applebee's Marketing Representative for guidance or advice on how to best prepare for your event. We look forward to working with you to make your fundraiser a success!

Event Planning -

- Contact Applebee's at least 4 weeks prior to the date you'd like to host the fundraiser. Events will be booked no more than two months in advance.
- What are the available times to have the fundraiser?
 - Flapjack Fundraisers are scheduled on Saturday mornings from 8:00 a.m. to 10:00 a.m. Date availability is limited so please book early.
 - Work with Applebee's corporate Marketing Representative to determine a date that works best for both schedules.
- What information do I need to supply Applebee's?
 - Requested date(s) of the event depending upon availability.
 - Organization name and ticket price selection.
 - Primary contact name, phone number and email address.
 - Number of volunteers available (minimum of seven people).
- Can I conduct other activities during the fundraiser like tip jars, raffle tickets, t-shirt sales to raise extra money?
 - We are happy to accommodate most ideas. Please talk to the Applebee's corporate Marketing Representative at time of event booking as optional activities are at his/her discretion. If permitted, all extracurricular activities must be completely organized and conducted by the organization. Unfortunately, we cannot allow any ancillary sales of baked goods or food products during the time of the event.

- What is served at the breakfast?
 - Three large pancakes, syrup, butter, 2 sausage links and a beverage choice including tea, coffee, juice and sodas. Slight variations may apply depending upon the inventory of the restaurant. If a guest requests a second portion, our staff will be happy to accommodate very limited requests, however, Flapjack Fundraiser events are not advertised as "All-you-can-eat". Beverage refills will be available upon request.

- How many tickets may we sell?
 - No more than 400 tickets may be sold for an event in order to ensure timely execution and that everyone is served prior to the restaurant opening at 10:30 a.m.
 - Organizations must guarantee a 26-person minimum (or \$52.00) the morning of the event to cover food costs.
 - Ticket confirmations of 25 and under will be canceled and all ticket sales should be refunded in full.
 - The Flapjack Fundraiser program is a dine-in only occasion. If you have guests with disabilities or special circumstances in which do not allow them to dine-in, we will accommodate only very limited requests of to go meals. We ask that you do not sell tickets for general to go purposes.

- How much should we charge?
 - The recommended prices for a Flapjack Fundraiser ticket are \$5, \$6 and \$7.
 - Ticket prices can be no less than \$5 and no more than \$7.
 - All tickets must be priced the same.
 - Remember, Applebee's requires that \$2 from the sale of each ticket be provided back to the restaurant to help defray food and labor costs.

- When should we start selling tickets?
 - Groups should plan at least three to four weeks prior to their event to sell tickets and distribute flyers to ensure a successful event.

- Where do we order the tickets and other advertising supplies?
 - Applebee's will provide a ticket template via e-mail for you to print tickets.
 - Applebee's will provide a flyer via e-mail that your group may copy and distribute.
 - Often times, local newspapers will gladly run complimentary public service announcements to support community events. Be sure to call or stop by the local newspaper offices to give the editors a flyer.

- Remember to take photos at the event and to send a post-event recap to the newspaper including the total funds collected and thanking guests for their support.
- How many volunteers do we need to help host the event?
 - The organization is responsible for the volunteer service staff including greeters, seaters, servers and bussers.
 - Applebee's will supply kitchen staff.
 - All volunteers must turn in a signed liability release waiver during volunteer orientation. Those volunteers under the age of 18 must have a parent or legal guardian sign the form on their behalf. If a liability release waiver is not properly signed or turned in, then the volunteer may not participate in the event. No exceptions.
 - For safety reasons, no one except volunteers will be allowed in kitchen and no one will be allowed behind the cooks (expo) line.
 - If you are ill, do not plan to work.
 - Food and beverages brought in from an outside restaurant are not allowed.
 - Volunteers under 16 years of age will not be allowed to work in the kitchen area. Volunteer duties may only be performed in the dining area of the restaurant.
- Do we need to give the volunteers any special instructions?
 - Plan to arrive at 7:30 a.m. sharp the morning of your event for orientation.
 - Your Applebee's manager will give the volunteers a quick tour of the restaurant and explain a few pointers for greeting, seating, serving and cleaning up after your guests.
 - Most importantly, your volunteers should relax and have fun while welcoming and thanking the guests for their support.
 - Volunteer Dress Code Policy: Pants or jeans, no shorts or skirts, comfortable fitting top, non-slip, rubber-soled shoes and moderate jewelry
 - Hair – washed and groomed (if longer than collar length, must be tied back)
 - Depending upon your type of organization, encourage your group to wear coordinating t-shirts or uniforms so guests can easily identify the volunteers.

Here is an estimated number of volunteers needed based on ticket sales:

Volunteer Matrix

# Tickets Sold	Greeters	Seaters	Food/Beverage Servers	Bussers
25-50	1	1	4	1
51-100	2	2	6	2
101-200	2	3	7	2
201-300	3	3	8	3
301-400	3	4	9	4

Action Item Check List

<p>Pre-Event:</p>	<p><u>Four to six weeks before event:</u></p> <ul style="list-style-type: none"> ▪ Review ticket and flyer templates. ▪ Determine number of volunteers needed, depending on size of event (consult Volunteer Matrix on pg. 5). ▪ Assign volunteers to each position: <ul style="list-style-type: none"> Set-up: Roll silverware, organize serve stations Greeter: Greet Guests as they arrive and take tickets; manage wait list, if applicable Seater: Seat Guests; manage wait list, if applicable Food Server: Serve food from kitchen to table (must be 16 or older) Beverage Server: Serve beverages (tea, coffee, juice and sodas); provide refills if requested Busser: Clear dishes and clean table; collect debris around table and on floor ▪ Copy and sell tickets to friends, family members, co-workers, neighbors...anyone supporting your organization! <p><u>One week before event:</u></p> <ul style="list-style-type: none"> ▪ Confirm volunteer duties. <p><u>Friday before event</u></p> <ul style="list-style-type: none"> ▪ Confirm final headcount of tickets sold with Applebee's corporate Marketing Representative. Final headcount is due by noon, however, the corporate Marketing Representative will contact you between noon and 3 p.m.
<p>Event Day:</p>	<p><u>Morning of event:</u></p> <ul style="list-style-type: none"> ▪ Volunteers arrive at 7:30 a.m. (park in rear of restaurant; enter thru front door). ▪ Proper dress: <ul style="list-style-type: none"> Pants or jeans, no shorts or skirts Comfortable fitting top Non-slip, rubber-soled shoes Moderate jewelry Hair – washed and groomed (if longer than collar length, must be tied back).
<p>Event Day:</p>	

<p>(Cont'd.)</p>	<ul style="list-style-type: none"> ▪ All volunteers must turn in a signed liability release waiver during volunteer orientation. Those volunteers under the age of 18 must have a parent or legal guardian sign the form on their behalf prior to the event. If a liability release waiver is not properly signed or turned in, then the volunteer may not participate in the event. No exceptions.
<p>During Event:</p>	<p><u>General Rules:</u></p> <ul style="list-style-type: none"> ▪ For safety reasons, no one except volunteers 16 years of age and older will be allowed in the kitchen, and no one will be allowed behind the cooks (expo) line. ▪ Volunteers under 16 years of age will only be allowed to perform duties in the dining area of the restaurant. ▪ Food and beverages brought in from an outside restaurant are not allowed. ▪ If you are ill, do not plan to work.

<p>Tips for a Successful Event:</p>	<ul style="list-style-type: none"> ▪ Recruit volunteers to sell tickets in advance of event date. ▪ Designate a contact person so people interested in supporting your organization may inquire about your event date. ▪ If used, place posters in high traffic areas; be sure to include your organization's contact information. They need to contact you to buy their Flapjack Fundraiser ticket benefiting your organization.
<p>Accounting:</p>	<ul style="list-style-type: none"> ▪ Please bring cash with you to the event. Your group is responsible for \$2 per confirmed ticket sold to help defray food and labor costs. A 26-person (or \$52.00) minimum is due for every event.



Flapjack Fundraiser FAQs

What groups are eligible for these fundraisers?

Any registered 501c3 non-profit organization, emergency relief efforts, school organizations (through 12th grade), church groups, little leagues and youth sports teams, as well as groups/organizations raising money for non-profit organizations such as teams for the Susan G. Komen 3-Day Walk.

What food and beverages are included for the price of my ticket?

Each ticket entitles the bearer to three pancakes, two sausage links, syrup, butter and refills on tea, coffee, juice and sodas.

The children in my group are under 16. Can they still help as volunteers?

There are some positions that younger children may volunteer for such as greeters, seaters and assisting with clean up. We ask that any volunteers performing duties in the kitchen, as well as more strenuous tasks (i.e., pouring hot coffee or carrying heavy dishes of food), be at least 16 years of age.

Does Applebee's allow walk-ins or must all tickets be pre-sold?

Flapjack Fundraisers are pre-sale events. It is important for the restaurant to have a final confirmed count of how many attendees are expected so that they can staff and prepare food appropriately. That is why we contact the organization representative a week prior to the event to get an estimated count and then the day before the event to confirm the final count.

Can we sell tickets for to go meals?

The Flapjack Fundraiser program is a dine-in only occasion. If you have guests with disabilities or special circumstances in which do not allow them to dine-in, we will accommodate only very limited requests of to go meals. We ask that you do not sell tickets for general to go purposes.

Can my group raise additional funds by holding a small auction or raffle at our breakfast?

Certainly! This is your event and it's a great idea to try to raise additional funds while you have all your best supporters gathered in one location. If you plan to do a basket auction or similar event, please be sure to let the

Applebee's corporate Marketing Representative know this information when you book the event.

I would like to have a "child's price" for attendees under a certain age. Can I have tickets with varying prices?

Unfortunately, no. All tickets must be priced the same. We do not offer a child's ticket price.

Do my volunteers have to buy tickets?

All attendees consuming food during the event must have a ticket and be included in the final headcount. If you choose not to charge your volunteers to eat at the event, you will still owe Applebee's \$2 for each of their breakfasts.

Are there a minimum and maximum number of tickets to sell?

Yes. We highly recommend that a group be able to sell at least 100 tickets in order to make this a worthwhile and profitable event for all involved parties. No more than 400 tickets may be sold for an event in order to ensure timely execution and that everyone is served prior to the restaurant opening at 10:30 a.m. Organizations must guarantee a 26-person minimum (or \$52.00) the morning of the event to cover food costs. Ticket confirmations of 25 and under will be canceled and all ticket sales should be refunded in full.

What is the time frame for the volunteers?

We ask that volunteers arrive at 7:30 a.m. for orientation to meet with the restaurant manager and adequately prepare for their respective positions. The breakfast runs from 8:00 a.m. until 10:00 a.m. Once the breakfast has ended, the volunteers will be asked to help clean up so that the employees can prepare the restaurant to open for business as usual at 10:30 a.m.

How many volunteers do I need?

Please refer to the Flapjack Fundraiser Organization Guide on pg. 5 for a Volunteer Matrix which provides information regarding the number of volunteers you'll need in each position based on ticket sales.

How do we pay Applebee's their portion of the ticket price?

Applebee's requires that \$2 from the sale of each ticket be provided back to the restaurant to help defray food and labor costs. Please be sure that the contact for your group arrives for volunteer orientation at 7:30 a.m. the morning of the event prepared to pay by cash at that time. We do not accept checks or credit cards as payment.