



**National  
Multiple Sclerosis  
Society**

## **How to Host a Fundraising Event with a Restaurant**

*Written by Upper Midwest Chapter volunteer and top fundraiser Rox Watercott*

### **1. Pick a restaurant close to where you work or live**

- a. Be sure to know a little about the restaurant
  - i. Are they open for lunch and dinner?
  - ii. What are the hours of the restaurant?
- b. Make sure the food prices are not too high or you will not get people to attend.
- c. Look at the restaurant's website to see if they say anything about fundraising events - this will give you additional info before calling/talking to the restaurant.

### **2. Visit or call the restaurant**

- a. Ask for the manager on duty - be sure to get the manager's name.
- b. Ask if they do any fundraising meal events.
  - i. If yes - ask what they do.
  - ii. If no - ask if they would be willing to.

### **3. Start planning your event**

- a. Pick a date for your event
  - i. Some restaurants will not do Fridays or Saturdays.
  - ii. Be sure to pick a date a couple weeks out so you have time to promote.
  - iii. Ask the restaurant if they will hold the event all day - be sure to know the hours of your event - lunch and dinner/open to close so you know how to advertise it.
- b. Will the restaurant cover bar drinks in your fundraiser?
- c. Ask the restaurant how much they are will to donate - most restaurants will do 20 percent or 25 percent of the total bill.
- d. Ask the restaurant how they will be tracking bill totals.
  - i. Some restaurants require the person dining to bring in a flier to give to the server.
  - ii. Some restaurants want you to mention the fundraiser to your server.
  - iii. Some restaurants will put notices on each table or the front desk talking about the fundraiser - see how your restaurant will handle it.

- e. Be sure the restaurant has all your contact information so they can get in touch with you if something comes up.

#### **4. Advertise your event**

- a. Send emails to all your friends letting them know about the event.
- b. Post on your Facebook page.
- c. If you can, post at your place of employment.
- d. Ask friends to notify friends and post it.

#### **5. Two days before your event**

- a. Call the restaurant to be sure they remember your event and that they are all set on their side.
- b. Send reminder emails to advertise with people you know.
- c. Repost on Facebook and your place of employment.

#### **6. On the day of the event**

- a. When you arrive at the restaurant, be sure to ask for the manager and let them know you are the fundraiser coordinator and if they have any questions to let you know.
- b. The restaurant manager may need some info from you if they did not get it beforehand, such as your mailing address and to whom to make out the check.

#### **7. After the event - the next day**

- a. Follow up with the restaurant to see if they have any questions.
  - i. If you know the manager you worked with works during the evening, call then or call when you know they are working - if not any manager should be able to help you out.
  - ii. Ask to be sure they have all the information they need.
  - iii. Ask if they know what the total of the check will be.
  - iv. Ask when they will be mailing the check.
- b. Send a thank you to the restaurant
  - i. If you have the manager's name who you worked with, address it to he/she, otherwise send it directly to the restaurant and thank them for hosting the event.

#### **8. Side notes**

- a. You may find that you did not make that much money - try a different restaurant next year.
- b. If you had a great event take your business back to the same restaurant - it is good business for them.
- c. Make some notes to see how you can improve things for your next restaurant event.