



Guide to *Fundraiser Night* and *Scrip Program* for Nonprofit Organizations

Eating Pancakes and doing good

At IHOP Restaurants we believe it is important to give back to our communities. We also know how hard it is to raise funds for your organization.

We want to help.

On the night specified one or more IHOP Restaurants sponsors a community organization for the evening. The organization invites their friends and supporters using preprinted flyers to dine at IHOP Restaurant on the arranged *Fundraiser Night* and 20% of SALES generated by your organization during the evening will be donated back to you.

What's special about Fundraiser Night?

We just don't donate money for your cause - we open our "home" to you and show our support for your mission. We provide a venue for you to celebrate your efforts by gathering together your staff, volunteers, directors, friends, and supporters. We give you an opportunity to raise funds for your cause *and* build awareness for your activities.

We make all of our resources available to you—our food, our atmosphere, our staff, and our space.

The Fundraiser Night equation

The more people we can reach through *Fundraiser Night*, the more money we can raise for your group. The more friends you bring in, the larger the donation to your cause. The larger the donation IHOP Restaurant can send to your organization, the more successful we'll feel.

Here are a few guidelines and suggestions to make the whole process as smooth and as rewarding as possible.

At your request

When IHOP Restaurant receives a request to sponsor a group for *Fundraiser Night*, we respond with a letter to the organization, this Guide, an application form, as shown in Appendix A.

We ask you to provide information about your mission and activities, your plans for the *Fundraiser Night* event, and other materials that will help us get to know your organization, such as your brochures or newsletters. We may follow up with a phone call to find out more.

Selecting organizations to host on *Fundraiser Night* is a collective decision among our management. We do our scheduling for *Fundraiser Night* in thirteen-week intervals. If you'd like your *Fundraiser Night* to coincide with a special date or anniversary, please allow plenty of lead-time; get your application in early. **Also, we cannot schedule Fundraiser Night on holidays or weekends.**

Call it a partnership

Once your organization is on our *Fundraiser Night* schedule, IHOP Restaurants wants to work with you to make our partnership a success. We also want to make it as easy as possible for everyone involved.

Please assign a representative or two from your organization, to take responsibility for planning, preparations, publicity, the event itself, and the follow-up. It's important for us to have someone to talk to when we need to talk. The manager of the IHOP Restaurant hosting the event will be happy to meet with your organization's representatives to assist with planning and answer any questions.

We'll send you a letter to confirm the date and review expectations on both sides. This isn't a contract. It's an agreement to throw a party. We're collaborating to create a great evening for an excellent cause that will benefit all concerned.

Please let us know if we can help in any way to make the evening a special one for your organization.

Build the buzz and set the scene

Fundraiser Night is an opportunity to bring your community together for a relaxed, fun evening. Promote your *Fundraiser Night* dinner in your newsletter, calendar, or Website. Hand out our preprinted flyers at your other events.

We'd like you to think of *Fundraiser Night* as a great way to raise funds for your organization. Invite your staff, volunteers, directors, friends and supporters, and encourage them to bring friends as well. Let them know that the more people you can gather for the evening, the larger the donation to your group will be. (Also, the more good food they consume, the more funds they raise!) **In order for us to recognize the guests coming to your event, they must bring your flyer with them**

Please assign someone to meet with our staff before the evening begins, to brief them about your group and stir up their enthusiasm for your cause. They need to be informed so they can talk to our guests about your group. You may also want to bring T-shirts or buttons for our servers to wear.

We'll arrange a time for you to come early on your *Fundraiser Night*—before 5 PM—to decorate the restaurant with balloons, banners, placards for the tables, or whatever helps to set the mood. Remember, it's your party.

Our host will greet people with a mention of your organization. We'd also like you to station your own greeters (from 5PM to about 9PM) to welcome friends and answer questions. Be available to talk about your group with any of our customers who show an interest.

Don't feel that you have to be quiet and unobtrusive. **Enjoy yourselves!** Use the evening to spread the word about your cause, your mission, and your work. We'll post a sign at the door expressing our delight at hosting your group for the evening. We suggest you bring a sign board to display information and photos about your group. Bring brochures, newsletters, and other information to distribute. We'll help you set up a table for the display.

We only ask that you refrain from requesting separate donations during the evening or selling raffle tickets or other items. Free door prizes or other giveaways are fine, and help to make the event even more exciting.

Another fundraising opportunity, try our Scrip Program:

With our *Scrip Program*, we can sell \$500, \$750 or \$1000 worth of gift cards at a special deal for you to then sell off at full rate in order to help your fundraising

activities:



- o Buy \$500 gift cards and we will give you \$550 value in gift cards
- o Buy \$750 gift cards and we will give you \$850 value in gift cards
- o Buy \$1,000 gift cards and we will give you \$1,150 value in gift cards
- o Buy \$2,000 gift cards and we will give you \$2,325 value in gift cards
- o Buy \$5,000 gift cards and we will give you \$5,550 value in gift cards
- o Buy \$10,000 gift cards and we will give you \$10,750 value in gift cards

Please note: For our *Fundraiser Night* and *Scrip Program*, you must prove that you are raising money for a 'non-profit' organization and show a tax ID to comply with our programs.

Our scrip programs are NOT available during the month of December

The check's in the mail

After your *Fundraiser Night*, we'll tally sales with the attached flyers and send in a formal request for a donation to your organization of 20% of the sales generated by your organization for that evening. Our Accounting Department is responsible for sending the check to you. Donation checks take some time to process, so please be patient. You can expect to receive a check within about 4 to 6 weeks. Please contact us if 8 weeks have gone by and you still haven't heard from us.

Also, we'd like to hear from you after *Fundraiser Night*. Let us know how it worked for your organization and share any ideas you may have for improving our *Fundraiser Night* program.

Just so you know...

At IHOP Restaurants we believe it is important to give back to our community. *Fundraiser Night* is one of the many ways IHOP Restaurants accomplishes our belief throughout the year. National Pancake Day is another example of the various ways IHOP works to give back to our community and raise much needed funds for our charity partners.

National Pancake Day - February 20, 2007

IHOP
National
Pancake Day
Celebration

Tuesday, February 20, 2007



FLIP FOR FREE PANCAKES!

Thanks for helping us celebrate National Pancake Day!

On February 20, 2007, IHOP celebrated National Pancake Day and gave away nearly **1.1 million** of our famous buttermilk pancakes, which if stacked on top of each other would be 8.5 miles high! Your donations to our national charity partner, [Children's Miracle Network](#), and other local charities far exceeded our goals by topping **\$625,000!**

Thanks to the generosity of our guests, thousands of children across the country will receive valuable access to healthcare services, research and education.



Fundraiser Night Rules

- IHOP Restaurants will donate 20% of all food and beverage sales generated by your organization using flyers you provide during designated Fundraiser Night.
- Fundraiser Night can be any night except Fridays, Saturdays, or holidays.
- The designated group representative will be able to review the guest checks attached with the preprinted Fundraiser Night flyers along with the store manager to account calculate donation.
(Sales tax are excluded).
- Invited guests or members of the organization must identify themselves to the host and server at the time they place their order. Their guest check must be accompanied by a Fundraiser Night Flyer.
- Group members may not solicit other diners either inside or outside of the restaurant.
- No other discounts, flyers, or promotions can be applied to Fundraiser Night guest checks.
- You must prove that you are raising money for a 'non-profit' organization and show a tax ID to comply with our programs.



An International House of Pancakes, Inc. Franchisee

**Fundraiser Night at IHOP Restaurant
BENEFICIARY Application**

IHOP Restaurant doesn't just write you a check—we “open our home” to you and show our support for your mission. We give you an opportunity to raise funds for your cause *and* build awareness for your activities. We provide a venue for you to celebrate your efforts by gathering together your staff, volunteers, directors, friends, and supporters. 20% of Sales generated by your organization after 5PM on your *Fundraiser Night* will be donated to your cause. For more information, see the Guide to *Fundraiser Night* and *Scrip Program* for Nonprofit Organizations.

Please provide us with the following information. Feel free to send any relevant literature about your organization, such as newsletter, brochures, or press clippings. Then tell us how you will take advantage of this opportunity. Thank you for allowing us to consider your organization.

Name of Organization:

Address:

Website:

Phone:

Fax:

Executive Director:

Director of Development:

Phone:

Phone:

Main Contact Person:

Tax ID #:

Phone:

Scrip Program Amount: 500 750 1000 2000 5000 10000 Other_____

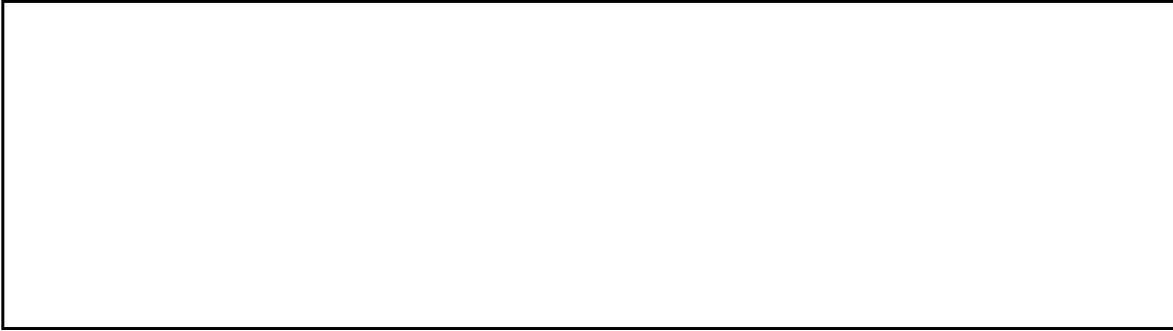
Do you have a preferred date or time of year? (Please note that *Fundraiser Night* events are scheduled at least four to thirteen weeks in advance):

Whom do you plan to invite? (The most successful evenings have between 200–300 guests.)

How will you invite your guests? How will you get the word out?

Tell us how you plan to build awareness the night of the event for your organization? (Staff hosting, information table, posters, etc.)

How do you plan on using the funds raised?

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Additional information you feel we should know.

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