

★ MAX & ERMA'S ★ FUNdraising Tips for Success

When promoting your Max & Erma's FUNdrasier, it is important to remember that creativity and personal touches go a long way. Below are some tips and reminders for holding a successful Max & Erma's FUNdraiser. If you have any questions, please reach out to your local Max & Erma's contact.

BE PERSONAL

Personally delivering and talking about your FUNdraiser event is by far the best way to get people to come to your event at Max & Erma's. Friends, family coworkers, and volunteers are the perfect resource for this type of event. Encourage them to hand the flyers out to their friends, family and coworkers.

THE MORE YOU TALK ABOUT IT, THE MORE SUCCESS IS POSSIBLE

On average, 33 flyers are returned when an organization distributes 500 flyers; in turn that average increases to 51 flyers when 750 flyers are distributed. Although results will vary, enthusiasm and awareness about the FUNdraising event lead to more results.

THINK ABOUT WHEN TO PASS OUT FLYERS

Distributing the flyer to your supports 1 to 2 weeks in advance is optimal. It allows everyone to plan around the event and not forget about it. Remember that handing out flyers on Max & Erma's property is prohibited.

IF YOU CAN'T HAND OUT A FLYER PERSONALLY, ATTACH A SMALL NOTE

Let that person know what the event is and how much it can support your organization. Thank them for taking the time to support your cause and invite them to contact you if they have questions.

HAVE REALISTIC EXPECTATIONS

Consider the dollar amount of funds you want to receive from the FUNdraiser. For example, if your goal is to earn \$400, at 20%*, your organization needs to bring in \$2,000 in sales. If an average guest spends \$10.00 at Max & Erma's, then approximately 200 people need to participate in your FUNdraiser to reach your goal. Remember that guests typically eat in groups of two or more, so your flyers are twice as effective!

OUR DIGITAL WORLD IS A GREAT WAY TO DISTRIBUTE FLYERS COST EFFECTIVELY

Your flyer will come to you in a photo jpeg file. This can be used to print and distribute physical copies and will also come in handy when sending an email to your supporters as an attachment for them to download and print themselves. It will be most useful in our ever changing, socially connected world. Use the jpeg file to post on Facebook, Twitter, and other social media sites to promote the event. Please remember that guests must still present a physical copy of the flyer - a digital version shown on their phone or in email will not work.

UTILIZE ANY PRINT MATERIALS THAT YOUR ORGANIZATION ALREADY HAS

Stuff flyers in newsletters or magazines that your organization already has set for distribution. If you have the resources, utilize Public Service Announcements on the radio. Be sure to let listeners know how they can get a flyer. Take advantage of any opportunity to announce your FUNdraiser to groups willing to support your organization.

*Donation percentage and overall amount may vary by location