



We are excited you have decided to conduct a Flapjack Breakfast at our local Applebee's restaurant. To help you plan for this upcoming event, please read through this entire letter as it explains each of the steps necessary to host a successful Flapjack Fundraiser. Successful Flapjack Fundraisers share several attributes; good planning, a strong core of volunteers, and a solid partnership between our management team and your Organization.

We can host your event during non-business hours (Saturdays or Sundays, 7 AM – 10 AM). Please note, our calendar for Flapjack Fundraisers can fill up quickly, so be sure to notify us about your requested date as soon as possible. Once we have agreed upon the date and time, your organization will determine the actual ticket sales price and can begin to sell tickets. You can choose your own ticket price and will only reimburse Applebee's for the actual food cost at \$1.85 (plus tax) per person. In our experience, most Organizations charge a ticket price of \$6-\$7 per person.

Please remember, if planned ticket sales are over 350 guests, please contact us as soon as possible, as this information is critical for successful event planning. Below, are both Applebee's responsibilities and your Organizations responsibilities, and where appropriate, a suggested timeline for each activity.

<b>Applebee's Responsibility</b>	<ul style="list-style-type: none"> <li>• Provide templates of:             <ul style="list-style-type: none"> <li>▪ Flyers</li> <li>▪ Poster (if requested)</li> <li>▪ Tickets</li> </ul> </li> <li>• Provide kitchen staff (BOH Volunteers &amp; Management Team)</li> <li>• Provide plates, silverware, glasses, and food</li> </ul>
<b>Organization's Responsibility</b>	<ul style="list-style-type: none"> <li>• Advertise and promote event utilizing templates.</li> <li>• Print and sell tickets (Recommended selling price: \$6-\$7 per ticket)</li> <li>• Provide volunteers to greet, seat and serve</li> <li>• Provide volunteers to distribute organizational materials and collect additional donations (optional).</li> </ul>
<b>Cost</b>	<ul style="list-style-type: none"> <li>• Recommended ticket sale price is \$6-\$7, but you can choose to charge whatever you like. Your organization will only be charged \$1.85 (plus tax) per person attending the day of the event.</li> </ul>



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*Eatin' Good in the Neighborhood<sup>®</sup>*

## Pre-Event Planning

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### **4 weeks before event:**

- Review agreement/checklist with Applebee's manager
- Review ticket, flyer, poster and script templates
- Determine number of volunteers needed, depending on size of event (see volunteer matrix on next page)
- Assign volunteers to each position:
  - Greeter: Greet Guests as they arrive; fill balloons
  - Seater: Seat Guests
  - Pancake Server: Serve pancakes from kitchen
  - Beverage Server: Serve beverages (coffee, soda, milk, juice, tea)
  - Busser: Clear dishes and clean table

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### **2-3 weeks before event:**

- Copy and sell tickets to friends, family members...anyone supporting your organization!

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### **1 week before event:**

- Confirm number of tickets sold with manager
- Confirm number of volunteers - Provide completed Volunteer Tracking Chart to Manager
- Confirm proper dress for volunteer for the day of the event:
  - Pants or shorts (no more than 2 inches above the knee)
  - Non-slip shoes
  - Moderate jewelry
  - Hair – washed and groomed (if longer than collar length, must be tied back)
- Confirm volunteer duties:
  - Greeter: Greet Guests as they arrive; fill balloons
  - Seater: Seat Guests
  - Beverage Server: Serve beverages (coffee, soda, milk, juice, tea)
  - Pancake Server: Serve pancakes from kitchen
  - Busser: Clear dishes and clean table

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### **Morning of Event**

- Volunteers arrive 1 hour prior to the start time of the breakfast. (park in rear of restaurant; enter through front door)
- Have volunteers sign the Flapjack Fundraiser Waiver Form and return the Applebee's manager (be sure to bring enough copies for all of your volunteers to sign).

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### **1 Hour Prior to Start of Breakfast**

- Meet manager at front door
  - Attend Flapjack Fundraiser training

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### **General Rules:**

- Volunteers must be at least 16 years old
- For safety reasons, no one except volunteers will be allowed in kitchen
- Food from outside restaurant is not permitted

## Tips for a Successful Event

- If your organization is short on volunteers, contact us sooner rather than later.
- 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. Potential guests will need to contact you to buy their Flapjack Fundraiser tickets in advance.
- Utilize Radio & Newspaper PSA ads with local media partners; be sure to include your organization's contact information. Potential guests will need to contact you to buy their Flapjack Fundraiser tickets in advance.

## At the End of the Event

- Pay the Manager on duty \$1.85 (plus tax) per person attending
- Plan your next fundraising event with Applebee's

## Volunteer Matrix

# of Tickets Sold	Volunteers Needed				
	Greeters	Seaters	Pancake Servers	Beverage Servers	Bussers
<b>25-50</b>	1	1	2	2	2
<b>51-100</b>	2	2	3	2	2
<b>101-150</b>	2	2	4	3	2
<b>151-200</b>	2	2	4	3	3
<b>201-250</b>	3	3	5	3	3
<b>251-300</b>	3	3	6	4	3
<b>301-350</b>	3	3	6	4	3

\*Note: If ticket sales exceed 350, we suggest the event be split into 2 days.

Giving back to our communities is a part of what makes Applebee's "America's Favorite Neighbor". We appreciate the opportunity to help you raise money and give back to our community.





## Setting Your Organization Up for Success

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- Send out a Public Service Announcement (see below for PSA template).
- Set up a table in front of the restaurant where volunteers can provide guests information and accept additional donations.
- Bring a fish bowl or box to collect additional donations.
- Advertise your event on your website.
- Send an email about the event to all organization members, family, friends, co-workers, etc...
- Bring a sign to place outside the restaurant on the day of the event to advertise.
- Send out a reminder email on the Friday before the event.

### **RADIO PUBLIC SERVICE ANNOUNCEMENT**

To get the word out, customize and send the below PSA to local radio stations.

60-second announcement

<Insert Organization's Name> - Flapjack Fundraiser

Live Announcer Radio PSA

Saturday, <insert date>, <Insert Organization Name> is holding a Flapjack Fundraiser at the Applebee's on <insert Applebee's address>. From 7am to 10am, Applebee's will be serving up short stacks of pancakes for a TALL cause. <Insert one to two sentences about the organization/cause>. To purchase tickets, call <Insert contact information>. Come on out to Applebee's this Saturday and have breakfast for a cause. A public service message from <insert organization's name>, Applebee's, and <station call letters>.



# Volunteer Tracking Chart for Each Position

## Volunteer Event Information

Time to Report: \_\_\_\_\_ Date of Event: \_\_\_\_\_

Event Location: \_\_\_\_\_

Use the following Volunteer Matrix to determine how many volunteers for each position you will need.

## Volunteer Matrix

# of Tickets Sold	# of Volunteers Needed				
	Greeters	Seaters	Pancake Servers	Beverage Servers	Bussers
25-50	1	1	2	2	2
51-100	2	2	3	2	2
101-150	2	2	4	3	2
151-200	2	2	4	3	3
201-250	3	3	5	3	3
251-300	3	3	6	4	3
301-350	3	3	6	4	3

In the space provided below, list the name of each volunteer in the appropriate position. Refer to the Volunteer Matrix above to determine how many volunteers you will need.

Position	Volunteer Names			
<b>Greeters</b>	Volunteer #1	Volunteer #2	Volunteer #3	
<b>Seaters</b>	Volunteer #1	Volunteer #2	Volunteer #3	
<b>Pancake Servers</b>	Volunteer #1	Volunteer #2	Volunteer #3	
<b>Pancake Servers Cont.</b>	Volunteer #4	Volunteer #5	Volunteer #6	
<b>Beverage Servers</b>	Volunteer #1	Volunteer #2	Volunteer #3	Volunteer #4
<b>Bussers</b>	Volunteer #1	Volunteer #2	Volunteer #3	Volunteer #4

**ASSUMPTION AND ACKNOWLEDGMENT OF  
RISKS AND RELEASE OF LIABILITY AGREEMENT**

In consideration of my participation in the pancake breakfast fund raiser to be held at Applebee's Neighborhood Grill and Bar in \_\_\_\_\_ on \_\_\_\_\_, 2008, I knowingly acknowledge and agree:

1. That prior to participating, I will inspect the facilities and equipment to be used, and if I believe anything is unsafe, I will immediately advise staff members of such condition(s) and refuse to participate.
2. That all activities in a restaurant environment have inherent risks of serious injury, including permanent disability and death and severe social and economic losses which might result not only from my own actions, but also the action, inaction, or negligence of others, or the condition of the premises or of any equipment used. Furthermore, there may be other, unknown risks not reasonably foreseeable at this time.
3. That I assume all the foregoing risks and accept personal responsibility for the damages following such injury, permanent disability or death.
4. That I, and my heirs, personal representatives or assigns, will release and hold harmless the affiliated companies of Apple Gold, Inc., Green Apple, LLC, New Apple, Inc., and O.K. Apple, Inc., and their respective principals, officers, directors, employees, agents and volunteers, from any liability or claim of loss or damage arising from, but not limited to, bodily injury, paralysis, dismemberment, and death, as well as loss or damage to my property, except where such liability or claim of loss or damage is a direct result of the gross negligence and/or willful misconduct of the aforementioned companies listed above, and their principals, officers, directors, employees, and agents.

I HAVE READ THIS ASSUMPTION AND ACKNOWLEDGEMENT OF RISKS AND RELEASE OF LIABILITY AGREEMENT. I UNDERSTAND THAT BY SIGNING THIS DOCUMENT THAT I AGREE TO THESE TERMS AND MAY BE WAIVING ANY LEGAL RIGHTS THAT I MAY HAVE AGAINST THE "APPLE GOLD GROUP" AND ITS OFFICERS, EMPLOYEES, AGENTS, SERVANTS OR ASSIGNS.

Participant's Name (please print) \_\_\_\_\_

Signature of Participant \_\_\_\_\_