

FUNdraiser Guidelines

Max & Erma's is proud to support the communities in which we operate. When evaluating partners, ideal organizations are those that strengthen families, promote a safe, nurturing environment for children and youth, and emphasize student academic achievement. Max & Erma's donations are NOT intended to be used by individuals or groups collecting personal or corporate profit, or causes that are in contrast to our family based values.

How Max & Erma's FUNdraisers Work:

- Each organization is reserved a Monday, Tuesday, Wednesday or Thursday at a Max & Erma's location in a selected week. (i.e. Thursday, July 22). The organization may only select one day. Fundraisers will be scheduled based on availability at the selected location. Not available on most holidays.
- Each organization will be emailed a PDF version of a flyer (2 per page) with detachable tickets three weeks before the event. It is the responsibility of the organization to email and/or print the flyers to distribute to their supporters. For a successful fundraiser, we recommend distributing at least 500 flyers, so the organization will need to print 250 copies and cut each page into 2 flyers. If you do not have personal printing capability, approximate pricing for some standard copy suppliers are as follows:
 - Kinkos: \$20.00 plus tax (\$.08 per copy)
 - Staples: \$20.00 plus tax (\$.08 per copy)
 - Office Max: \$22.50 plus tax (\$.09 per copy)
- All flyers will have detachable tickets which must be turned in to servers at the restaurant on the reserved day. Tickets may be turned in for lunch, dinner, or carryout. Tickets cannot be used for purchasing gift cards. Servers will attach the flyer ticket to the guest check and the organization will receive 20% of all food and beverage sales that have flyer tickets attached to guest checks on the reserved day.



Fundraiser Rules:

- Dates must be requested at least three weeks in advance. Due to limited availability, schedule as far in advance as possible.
- Guests **must** have a flyer to have their sale counted in the total tally.
- Seating **cannot** be guaranteed for large parties. Even though it is the organization's scheduled day, Max & Erma's cannot give preferential seating. Encourage friends and family to dine at Max & Erma's throughout the day. Parties of more than 10 will need to contact Max & Erma's for seating approval. A large party may have an additional wait or may not be able to be accommodated due to business volume.
- **Organizations cannot distribute flyers on premises of Max & Erma's Restaurants** (this includes our parking lot). This must be communicated by the organization to all persons distributing flyers. Distributing flyers in this manner will result in the forfeiture of your organization's entire donation.
- In accordance with our no solicitation policy, organizations are not permitted to display or distribute any signage, pamphlets, or other propaganda for the organization's scheduled fundraiser on premises of Max & Erma's. Doing so may result in forfeiture of the organization's entire donation.
- You must receive approval from ANY private property owner if you wish to distribute/solicit flyers on premises (i.e. placing flyers on cars, handing out at shopping centers, mailboxes, etc.). The organization will be responsible for paying any littering or postal fines accrued if this rule is violated. Max & Erma's strongly discourages this method of flyer distribution.
- **If the organization fails to bring in a minimum of \$250.00 in sales, the 20% donation will be made in the form of Max & Erma's promotional gift cards** (redeemable for future food and beverage purchases at Max & Erma's). Organizations bringing in over \$1000 in sales will be permitted to schedule an additional fundraiser after 90 days of the initial fundraiser date based on availability at the selected location.
- For the purpose of extending realistic expectations, the average fundraiser brings in \$1100 for an average 20% donation of \$220 to the organization.

Max & Erma's Provides:

- The great atmosphere that we always offer for the organization's fans, friends and family to enjoy!
- An electronic version (PDF) of a flyer with detachable ticket, via email.

The Organization Provides:

- Distribution of 500 flyers (not on Max & Erma's premises).
- Encouragement and enthusiasm to dine at Max & Erma's on the selected date!
- Federal Employer Identification Number (##-#####) of organization. Max & Erma's will not be able to write a check without it!