



Dine in For A Cause Guidelines

Thanks for your interest in our Killer Fundraising Program! Killer Burger is happy to support our local communities. Interested in raising some bucks for your local non-profit organization?

Apply on our website at killerburger.com/fundraising/ and we will be in touch within 2-3 weeks.

What is Dine In for a Cause? Dine for a Cause is a program managed by Killer Burger and franchisees which allows local organizations the opportunity to host a fundraiser at one of our participating restaurants. This fundraiser is held at a specified date(s), time(s), and Killer Burger location. Organizations are responsible for promoting the fundraiser with flyers using the poster and assets provided by Killer Burger. The organization will receive 10-20% of sales (excluding tax and gratuity) from the supporters dining that night. Percentage depends on store and franchisee approval. Supporters must present the flyer or digital graphic at the register to be counted in the fundraiser.

What types of organizations are eligible host a Dine In for a Cause fundraiser? Non-profit organizations, youth/high school sports leagues, school bands, school groups, dance teams/dance studios, charitable organizations, and PTO/PTA groups. NOTE: If your group is approved to host a fundraiser, prior to the event you will need to provide a completed Form W-9 and provide a valid Tax ID# to have your check processed.

The following organizations are not eligible to host a Dine In for a Cause fundraiser: Political groups, sororities, fraternities, and individuals seeking personal or corporate financial assistance.

What days and times can Dine In for a Cause fundraisers be held? Must be a mutually agreeable date(s)/time(s) arranged with Killer Burger Marketing in advance. Fundraiser timeframe is 5-close unless agreed upon with local franchisee. For example, they can be held as a one-day event, for a month-long period, etc.

Which Killer Burger locations are currently participating in Dine In for a Cause? Currently, all locations.

Timing:

- **2 Months prior to fundraiser:** Complete application at killerburger.com/fundraising/ and email form W-9 to info@killerburger.com. If approved, the marketing team will contact you to discuss and confirm the date(s)/time(s).
- **4 weeks prior to fundraiser:** Killer Burger will supply a flyer and digital assets to provide to your supporters. Distribute and email these to your supporters as soon as possible. Killer Burger will also have a Facebook Event created for you to share online.
- **1 week prior to fundraiser:** Contact info@killerburger.com and provide estimated guest count.

What does Killer Burger provide?

- A cool space to get together with friends and supporters.
- Rad crew members to serve up burgers and fries to your supporters.

- An electronic version (PDF format) of the flyer. It will be customized with your organization's name and date/time/location of the fundraiser event. The PDF will be emailed to you.

What does the organization provide?

- Completed application at killerburger.com/fundraising/ at least 2 months prior to fundraiser event.
- Completed Form W-9 and Tax ID# if you haven't had a Dine In for a Cause event in the past.
- Promotion of the fundraiser by distributing flyers to supporters, friends, and family.

What does the donation amount include?

- Sales of your supporters' guest checks from Dine-In and To-Go orders.
- Supporters MUST present the voucher on the bottom of the flyer on the specified date(s)/time(s)/location to receive credit for the sale:
 - o Dine-In, Call-In, To-Go: show dine in fundraising flyer at the register when ordering. Printed or digital is accepted.
 - o Online Orders are not eligible at this time.
- Sales from the organization's supporter guest checks will be totaled at the end of the fundraiser event. Agreed upon percentage (10-20%) of these sales will be mailed in the form of a check to the address you provided on the application within 60 days of your fundraiser.
- NOTE: Donation excludes tax and gratuity. Supporters cannot use coupons or discounts at this event.
- Checks must be cashed within 90 days. Check will come from Killer Burger LLC or corresponding franchisee business.

Flyers:

- Killer Burger Marketing will email the organizational contact a PDF of the flyer promoting your fundraiser event.
- The flyer will be customized with date(s), time(s), and Killer Burger location for the event.
- The voucher can be shown physically, digitally, or mentioned during call-in orders over the phone.
- Flyers cannot be distributed on Killer Burger restaurant property including parking lots. This must be communicated by the organization to those distributing the flyers.

Other guidelines:

- Application submission does not guarantee fundraiser will be held. Marketing or Franchisee must confirm the date(s)/time(s) of the fundraiser, percentage donated, and sign-off on application.
- There is no preferential seating for supporters of the organization's fundraisers. All guests dining at the restaurant the evening of the fundraiser will be seated on a first-come, first-serve basis.
- Seating for large parties cannot be guaranteed.

Tips to planning a successful Dine In for a Cause Fundraiser:

- PROMOTE! Be sure to tell all your supporters and friends about the fundraiser and provide everyone with a flyer.
- Begin distributing the flyers 2-3 weeks before the fundraiser date to allow your supporters adequate time to plan. Emailing the flyers to your database contacts is a great way to spread the word about your fundraiser.
- Encourage your supporters to also hand out flyers to their friends, at work or other meetings, etc.