



# DINING FOR DOLLARS TOOL KIT

## Introduction

You can help people affected by ectodermal dysplasias have a brighter future by raising funds for National Foundation for Ectodermal Dysplasias (NFED) programs and services. Fundraising events have an added benefit. They help raise awareness for the different types of ectodermal dysplasias and the NFED. The more people who know about ectodermal dysplasias in the medical and dental communities and the general public, the more likely people will help advance our mission.

The most powerful way we can raise funds and awareness is through you—our volunteers. You are our champions. You are the one making your mark. Your circles of relatives, friends, co-workers, and neighbors, your knowledge, your personal journey, and your commitment cannot be matched by anyone outside of our community. This guide walks you through the steps to set up your own Dining for Dollars fundraising event and explains how the NFED can help.

Dining for Dollars is a simple and easy-to-execute fundraiser that you can hold in a restaurant and can be successful by simply inviting family and friends to attend. Your guests can order directly from the menu and a portion of their bill will be credited to your fundraiser, or your guests can pay a cover charge and will receive benefits in return. Regardless of how you structure it, you work directly with your chosen restaurant manager or owner to define the details.

Let the party begin! Supporting you, supporting each other.

If you have any questions, contact Lea Richardson at 618-566-6871 or [lea@nfed.org](mailto:lea@nfed.org).

Thank you for supporting and advancing our mission to empower and connect people touched by ectodermal dysplasias through education, support and research!

## Easy to Follow Steps

### Choose a Location

The most important consideration when choosing a restaurant is the level of cooperation and collaboration by the owner or manager and what he or she can do to help you raise the most money possible. (See list of some participating restaurants.)

Here are some tips:

- **Choose a chain restaurant or a restaurant that is family-owned.** Some chain restaurants offer good fundraising opportunities, but often the percentages they return to a charitable organization are small. In contrast, family-owned restaurants are more likely to work with you on the details of your fundraiser and are more open to larger percentages benefiting our foundation. In many cases, this is because family-owned businesses are not governed by corporate rules and regulations.
- **Choose a restaurant that a lot of people visit regularly and is reasonably priced.** You can raise more money if they already have a great customer base. Maybe seek a location that is a fan-favorite with your family and friends.
- **Decide if you want to have your event at a restaurant with a meal or during happy hour with only drinks and appetizers.** A driving factor in your decision should be which type of event will be more attractive to those you know.

### Get Permission

Almost any restaurant requires you to get permission. To do this, you need to identify a contact person at the restaurant. Next, call or email this person and explain to them that you are a volunteer for the NFED, a non-profit 501 (C) (3) organization and you would like to set-up a fundraiser to create awareness and funding. Find out if there is anything specific you need to do to obtain permission, like complete an application or get a permit. Ask if they have experience with fundraisers, what types they have done in the past, or if they have any programs in place.

### Outline The Details Of Your Fundraiser

Work with your contact person at the restaurant to determine what type of fundraiser you are going to have.

Here are some suggestions:

- **Percentage of sales** - The restaurant may be able to donate a percentage of the sales on a particular day during a particular time frame. For example, on Sunday, November 6, for all guests that come in from 2 p.m. to 6 p.m., 20% of their check will be donated to the NFED.
- **Percentage of restricted sales** - If the restaurant isn't as generous as you had hoped, or has limitations on what it can do for you, offer that any person that comes into the restaurant with your event flyer has 20% of their check donated to the NFED. This is similar to the first option, except you will have to hand out flyers to your friends, family, and co-workers ahead of time and they will have to bring the flyer into the restaurant for the donation to be made. Many chain restaurants already have fundraisers like this in place.
- **Restaurant Donations** - If you are having your event at a restaurant where a percentage of sales might not raise the most money, consider asking the manager/owner if they will donate benefits to your guests. For example, have the restaurant donate one or two alcoholic or non-alcoholic drinks per person, along with a selection of appetizers or give it to you at reduced price. This will help attract business to the restaurant and you can charge your guests a set cover charge of \$20, \$25, or \$30, in exchange for the benefits. If the restaurant is willing to donate, you keep the cover charge you collect as a full donation. If not, than the cost needs to come out of your cover charge. It is a win-win situation.

**Suggestion:** An event held in a restaurant is even better when there is entertainment. See if you could secure the donation of a local band, a guitarist/singer or pianists/singer etc. and bring them in to perform at your event with prior permission of the manager/owner.

## Schedule A Date And Time

It is important to work with your contact person at the restaurant to set the date and time. Besides giving you permission, he or she can advise you on when the best times are, what month, day of the week, or time of day and when they are busiest. Also, remember to pick a day and time that is best for your friends and family to attend.

## Publicize Your Fundraiser

Now that you have a place, a date, a time, and permission, you need participants! Hopefully, your restaurant has a built-in customer base, but you want to attract a bigger crowd than that. Always start with people you know. Inviting friends, family, and co-workers is the best way to make your event a success. Of course, getting your community involved is also fantastic.

Here are three ways to help spread the word:

- **Online** - Post on Facebook, tweet, email everyone you know. Tell them what you're doing, when and where, and don't forget the why. Tell people how important it is to you to raise awareness about ectodermal dysplasias and maybe your specific syndrome. Ask them to promote your event by sharing on their social media. Don't forget to tag the restaurant in your post or tweet for added exposure. And let us know at the NFED. We can publicize your event on our website, in our newsletter, and on our social media.
- **Flyers** - Contact us to help you create a flyer and info sheets and then ask businesses, stores, and organizations in your community to post them. Schools, libraries, hospitals, grocery stores, nail salons and more, if they have a window or a bulletin board, it can't hurt to ask!
- **Invitations** - Make postcards or written invitations. People like to get mail and receive an invitation. If you present the event as a party, they might be more likely to attend!

## Recruit Helpers

You can make this fundraiser more fun and more effective by having a team of volunteers available to help set up, staff it, and clean up afterwards. If your event is small or does not need much organization, one or two friends or family members may do the trick. Depending on how long it runs, you may want to schedule them in shifts of two or three hours each. Try to get people who are friendly and outgoing so they are comfortable welcoming people and thanking them for supporting the fundraiser. Contact us for our key messages about ectodermal dysplasias or your specific syndrome and the NFED, which you can share with your volunteers. If you're recruiting volunteers who aren't familiar with ectodermal dysplasias, be sure to take a little time before you set up to share key messages about ectodermal dysplasias or your specific syndrome with them. You don't need to turn them into experts, just give them some basic information so they can explain to other people why they are there.

## Final Preparations

Some other details to remember in advance of your fundraiser:

- **Bring some balloons (might need to bring air machine to inflate balloons), bags for awareness materials, brochures and other goodies, and a box with additional supplies, like pens, tape, trash bags.**
- **Make sure a table and two chairs are available.** Ask your restaurant contact person if he or she can provide them. If not, bring a 6' rectangular folding table with two collapsible chairs, so you have enough room to display all your materials.
- **Plan to take lots of pictures.** Bring a camera and ask all your volunteers to bring theirs (or smartphones with cameras) so you can get lots of pictures of your fundraiser in action. See Photo

Release Form. Ask permission of patrons who are dining before taking their picture.

- Remember to post pictures in social media as your fundraiser is going on to attract last minute supporters.
- Confirm volunteers and review schedules.

## Have fun!

Now it's time to get out there and help raise funds and awareness about ectodermal dysplasias and the NFED.

Here are some tips to make "Dining for Dollars" a success:

- **Arrive early.** Make sure you have enough time to set up so you are ready at the scheduled start time. Check with your contact person on how early you can get there.
- **Make your event look organized and neat.** Make sure signs are displayed so that the event runs smoothly.
- **Be friendly!** Welcome people to your event and thank them for coming.
- **Tell people what you are doing and ask if they have specific questions. Imagine yourself as the host at a party and they are your guests.** Hand out your goodie bags with awareness material on the way out of restaurant.
- **Take lots of pictures.** The best photographs are of people, so try to get pictures of volunteers at the table as well as talking to people, interacting, etc. When the event is over, send your photos to us at [lea@nfed.org](mailto:lea@nfed.org), so we can share your activities with our NFED community!
- **Clean up.** When it's time to go, be sure you clean up, take your leftover supplies, and properly dispose of trash.
- **Thank everybody, including your restaurant contact person, your volunteers, and anybody else who was helpful.**
- **The number one thing to remember is why you are doing this.** Do you have ectodermal dysplasias? Is somebody you love affected by ectodermal dysplasias? Why do you feel it is important to raise awareness? Share this with the people who come to your event—they will be more supportive if they understand why you are holding the fundraiser and how much their participation and support matters.



Supporting you. Supporting each other.

NATIONAL FOUNDATION FOR  
ECTODERMAL DYSPLASIAS

## PHOTO RELEASE FORM

I hereby grant to the National Foundation for Ectodermal Dysplasias, OWNER, the irrevocable right and unrestricted permission to use and publish pictures that he/she has taken of me or in which I may be included with others, to copyright the same, in whole or in part, individually or in any and all media now or hereafter known, and for any purpose whatsoever, for illustration, promotion, art, editorial, advertising and trade, or any other purpose whatsoever without restriction as to alteration

I hereby release and discharge Owner from any and all claims and demands arising out of or in connection with the use of the photographs, including without limitation any and all claims for libel or invasion of privacy.

I am of legal age and have the right to contract in my own name. I have read the above and fully understand the contents thereof. This Release shall be binding upon me and my heirs, legal representatives, and assigns.

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of parent (if subject is a minor): \_\_\_\_\_

Birth Date Minor: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_





Supporting you. Supporting each other.

NATIONAL FOUNDATION FOR  
ECTODERMAL DYSPLASIAS

## DINING FOR DOLLARS RESTAURANTS

Of course there might be more! Check out your locally owned restaurants as well. Please email us at [lea@nfed.org](mailto:lea@nfed.org) to let us know if we need to add to this list. Thank you!

A list of chain restaurants that offer fundraising opportunities:

- **Applebees:** contact them to set up a Pancake Breakfast Fundraiser. They will allow you to come in on a Saturday morning and you will get the majority of the proceeds. Time is usually 7:00 -10:00AM
- **Arby's:** US Beef Corp gives back 15% and owns many Arby's restaurants across the western part of the country from Illinois, Missouri, and Kansas to Idaho, Wyoming, and Colorado.
- **BD's Mongolian Grill**
- **Bertucci's DINING FOR DOLLARS** allows our foundation to enjoy a great meal and raise money for a great cause. Bertucci's is located in the northeast of the United States and gives back 15%.
- **BJ's Restaurant and Brewhouse Fundraisers** will host a fundraising event for our charity. The standard fundraiser donates 15% of the total food and soft beverage purchase from guests who bring in flyers for your event.
- **Black-Eyed Pea**
- **Blaze Pizza** is located across the United States and provides 20% back to our foundation.
- **Boston Market:** In-Store Fundraising Dinner provides a 15% donation on sales. They provide you with a flyer and event tickets.
- **Bruster's Real Ice Cream** offers fundraising options. Find a local store in most states east of the Mississippi.
- **Buffalo Wild Wings** has their Eat Wings, Raise Funds initiative that helps out our foundation near BWW restaurants.
- **Buca di Beppo:** A Buca Fundraising Event will earn 15% for our non-profit foundation. These Italian restaurants offer family-style dishes great for sharing with all the participants in your fundraiser.
- **Buona Beef:** Chicago area Buona Beef restaurants have a Buona Benefits Night program, with 15% going back to the non-profit. If you like Italian Beef sandwiches that rival Portillos, this is your fundraiser.
- **Burger King** stores operated by Tri-City Foods operates Burger King restaurants in six Midwestern states. They donate 20% of event sales (from a limited menu) to our foundation.
- **California Pizza Kitchen** advertises 20% back through their fundraisers.
- **Carl Jr's**
- **Cheeburger Cheeburger** helps you every step of the way, from creating flyers to making the night fun.
- **Chevys Fresh Mex** says it gives 20% back to nonprofits from fundraising events.
- **Chick-Fil-A** offers four types of fundraisers; check with your local store.
- **Chili's Give Back Events** provide a 15% return for all vouchers presented on the night of the fundraiser.
- **Chipotle** offers in-restaurant fundraisers to certain types of nonprofits. An online application is required.
- **CiCi's Pizza Buffet** says to contact individual stores about fundraisers.
- **Culver's** restaurants are usually locally owned and the owners are usually kid friendly.

- **Elmer's Restaurants:** Not all Elmer's Restaurants participate in Restaurant Nights, so be sure to call your local Elmer's in the states of Washington, Idaho, Oregon, and California.
- **54th Street** restaurants are located in St Louis and Kansas City, Missouri, and San Antonio and Dallas / Fort Worth, Texas and O'Fallon, IL. A fundraising event for our charity can earn 15% of the sales.
- **Fazoli's**
- **Foster's Grille: Home Of The Charburger** "Dining for Dollars" program will give back 10% to our foundation. Foster's Grille has family restaurants in Virginia, Florida, Maryland, and North Carolina.
- **Fresh Choice**
- **Friendly's Fundraising** typically do their in-restaurant fundraisers on Monday, Tuesday, or Wednesday.
- **Fuddruckers**
- **Go Roma Community Partners**, their fundraising program, makes it simple for foundations to raise money by planning an event and eating at Go Roma restaurants.
- **Greene Turtle Sports Bar & Grille** helps local foundations through its Funds for Friends program on selected Tuesdays. This restaurant is in Virginia and Maryland.
- **Isaac's Famous Grilled Sandwiches:** A community night at Isaac's will earn our foundation 25%. Isaac's are located in south-central Pennsylvania.
- **Jamba Juice** offers beverages, smoothies, juices, and snacks. They offer discount cards and catering for fundraising events.
- **Jack-in-the-Box**
- **Jersey Mike's Subs**
- **Kentucky Fried Chicken**
- **Kona Ice**
- **Krispy Kreme Doughnuts:** You can buy boxes of doughnuts at half price or discount certificates that offer two-for-one deals at the store. Great to sell in combination with a yard sale or walk or other type of event.
- **La Salsa Fresh Mexican Grill**
- **Lone Star Steakhouse's Dine & Donate** is an easy way to raise money for our charity. They will donate 15% of your guests' checks back to you.
- **Lou Malnati's Pizzeria:** another favorite Chicagoland pizzeria offering a fundraiser night with 20% going back to our non-profit.
- **Maggie Moo's:** contact your local Maggie Moo's ice cream place to see if they participate in an event you can host that's called Celebrity Scoop Night.
- **Marie Callender's Restaurant & Bakery** offers two types of fundraisers: pie sales and dining-in (percentage policy for the latter not explicit on the website).
- **Margaritas Mexican Restaurant**
- **Max & Erma's** advertise 20% return on their website and give some great tips for a successful fundraiser.
- **McAlister's Deli**
- **McDonald's:** some local McDonald's have local nights. Check with yours, as this is always a kids' favorite.
- **Moe's Southwest Grill** makes fundraising for our non-profit foundation fun and easy.
- **Ninety-Nine Restaurants** "Dining for a Cause" nights are great across the New England area.
- **Noodles & Company Fundraisers** yield a percentage of sales. Contact a local manager for details.
- **O'Charley's**
- **Oberweis Ice Cream Stores** offer fundraising events where you get a percentage of sales.
- **Outback Steakhouse**
- **Panda Express:** dine in or take-out at Panda Express and 20% of the event sales will be donated.
- **Panera Bread:** Fundraising Nights have a sliding scale for payouts with the top payout at 20%. On the minus side is that if you don't get at least 20 orders, then you don't get a dime.
- **Pizza Hut:** check with your local Pizza Hut
- **Pizzeria Uno Chicago Grill:** Dough Raisers earn up to 20% of sales.
- **Potbelly Sandwich Shop:** Raise 25% by hosting a Restaurant Night or run a Shake Fundraiser.
- **Rio Bravo**
- **Red Robin Gourmet Burgers**
- **Roti Mediterranean Grill** offers 20% to non-profit groups.
- **Sonic:** every local Sonic drive-in is different.



- **Souplantation and Sweet Tomatoes** advertise their Fun-Raisers. Give it a try if you have one in your neighborhood. 15% is returned to our foundation.
- **Subway**
- **Taco Cabana**
- **Tortuga's**
- **Wendy's:** each local Wendy's is different.
- **Yogurtini Fundraisers** offer a delicious and fun way to raise money. Located in Arizona, Colorado, Florida, Georgia, Kansas, Missouri, and Nebraska.



**nfed**

Supporting you. Supporting each other.

NATIONAL FOUNDATION FOR  
ECTODERMAL DYSPLASIAS



Contact us at [NFED.org](http://NFED.org), [info@nfed.org](mailto:info@nfed.org) or 618-566-2020