

## FUNDRAISING NIGHT



*The Panera Bread® fundraising night is a fundraising program developed to raise money for local school groups, sports teams, PTO, PTA and charitable organizations by donating a portion of sales during a designated time frame.*



This is a fun and easy way to raise funds with Panera Bread. Below is an explanation of how the fundraiser works.

- Step 1:** Fill out an application and return to the bakery-cafe of your choice.
- Step 2:** Work with the bakery-cafe manager to set a date and time for your fundraiser.
- Step 3:** We will send an e-mail confirmation for your event, and a Fundraising Flyer customized just for you.
- Step 4:** Advertise! E-mail and hand out flyers to everyone you know.
- Step 5:** Your organization will receive up to 20% of each sale when your flyer is presented to our cashier on the specified day and time of the event. Enjoy the evening at your favorite Panera Bread with family and friends while raising money for your organization. Your fundraiser check will arrive 4-6 weeks after the event.

\$0 - \$750 = 10% donation  
\$751 - 1000 = 15% donation  
Over \$1000 = 20% donation

*Guests must present their fundraiser flyers when they place their orders to ensure that a percentage of their check are donated to your organization.*

Contact Tanisha Moore at [donations@chicagobread.com](mailto:donations@chicagobread.com) to learn more about this great fundraising opportunity with Panera Bread!

### Tips for a successful event:

- Put a flyer in your organization's newsletter.
- Announce your fundraiser on your website, and add a link to a downloadable PDF of the flyer.
- Attach the flyer to an e-mail going out to the family, friends, office, etc.
- Call your local newspaper. They're always looking for information on charitable events in the community.
- Pass out flyers during the large gatherings, group meetings, training sessions and area sporting events.
- Announce the fundraiser on the P.A. system at a local event.
- Share the details in your online invitations, such as Evite.
- Announce the event on your blog, Facebook, or MySpace page.
- Most importantly, cast a wide net. Talk to everybody. The more people that come to your fundraiser, the more money your organization will earn.

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