



HOULIHAN'S PLATE IT FORWARD - 2020

Greetings & thank you for choosing Houlihan's as your donation destination. Below is an outline of the Houlihan's Plate It Forward ("dine to donate") process. Please review the following information and reach out to cfisher@houlihans.com with further questions or concerns.

1. ALL dine to donate inquires must be submitted to Houlihan's corporate office for approval.
 - a. Plate It Forward events are only available for scheduling on the following days of the week: Monday, Tuesday, Wednesday & Thursday
 - c. Plate It Forward event requests must be submitted at least 4 weeks out from the requested event date
2. Once approved, the marketing team at Houlihans' corporate office will connect the organization point of contact to the local restaurant management team to schedule the event date, time and organize other details with the restaurant including promotional materials to drive awareness and attendance of your event.
3. You will need to provide a primary point of contact, mailing address, phone number and an email that the restaurant management team will use for successful organization and execution of the event. It is key that the primary contact for the fundraising event be responsive to manager informational requests. We ask that you respond to emails or calls within 36 hours to ensure the event is well staffed, organized and executed.
4. Once promotional materials are delivered to you via email, you can start promoting your event!
 - a. The goal is to drive as many diners into the event as possible to increase your percent of take home / fundraising dollars.
 - b. Our team will provide you with a customized flyer in PDF form (printable & downloadable versions), a social media post graphic, and a social media event cover graphic. No materials will be printed on behalf of the organization and no additional materials will be provided for promotion.
 - c. All Plate It Forward participants will be responsible for creating any social events and promoting the Plate It Forward event.
5. A social post or flyer **MUST** be presented to server to receive credit for the donation event. **NOTE:** Flyers may **NOT** be distributed in or around the restaurant during the event.
6. Via the Houlihan's POS (point of sale) entry system, the server will mark all checks that are participating in the event. After the event, Houlihan's corporate office will total all checks that registered under the event and provide a total to the guest within 24 hours of the close of the event.
7. Donation Scale:
 - Sales \$0 - \$1,999 = 15% donated
 - Sales over \$2,000 = 20% donated

NOTE: Tax and gratuity are not included in the sales nor are sales on gift cards included.
8. You will receive a check in the mail from HRI Holdings LLC, approximately 2 weeks after the event.