



PLATE IT FORWARD FAQ'S

Does a Houlihan's guest have to present the physical flyer to have our purchase contribute to Plate it Forward event?

In order for your purchase to count towards the event, you must show your server a physical flyer, a copy of the flyer via digital format (social post, email), or show your server a social media post graphic/event for the Plate It Forward fundraiser.

Can a guest set up a table for promotional/sales purposes (or a raffle, or put up signs, etc.) in/around the restaurant?

No – Houlihan's company policies do not allow this.

What promotional assets will be provided to me to promote my event?

Our team will provide you with a customized flyer in PDF form (2-up for printing or 1-up for online distribution), 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.

Can a guest change the Plate It Forward flyer?

Houlihan's flyers have been designed to have a clear message that reflects our brand. For that reason, we ask that the flyers or graphics related to Plate it Forward are not modified.

What's the best way to promote the Plate It Forward event?

While there are many ways to promote your event, we highly suggest the following:

1. Your organization creates social media event using the social media header provided. Asking people to share the event digitally can help spread the word.
2. We suggest posting the social media graphic to your social media pages and even changing your profile picture or header temporarily
3. We encourage you to pass out the flyers at relevant events and venues
4. You can email the PDF of the flyer out to your friends & family and ask that they in turn pass the information along

Can a guest hand out flyers in or around the restaurant?

Our policies do not allow this as to ensure all guests of the restaurant have a pleasant experience. Failure to comply may result in the event being voided.

What's included in the total (or is alcohol included)?

All food and beverages are included in the total sales for the time and date of the event. Again, this is for anyone that presents a physical flyer, a digital flyer or shows social media post for the designated event. Tax and gratuity are not included. Please remember to tip your servers!

How are our funds calculated?

Through the event, when a guest shows the flyer or social media graphic, servers will mark their check with the "Dine to Donate" tag via the point of sale system. After the event, a corporate employee will total all checks with the tag & provide the total amount donated based on the check total.

- Sales \$0 - \$1,999 = 15% donated
- Sales over \$2,000 = 20% donated

How long does it take to get the check from our Plate it Forward event?

You should expect a check within 2 weeks of the event with your donated amount.

Who should I contact with questions?

Questions should be directed to the manager on site at the Houlihan's location you are partnering with for your event, or cfisher@houlihans.com (Callie Fisher, Marketing Dept.)