



# A FUNDRAISER AT RINK SIDE.... WHAT A GREAT IDEA...RAIN OR SHINE!

Personally delivering and chatting about the event is by far the best way to get people to come to your day at Rink Side. Friends, family and volunteers are the perfect resource for this type of event. Encourage them to hand the flyers out at work, meetings, church, etc....

- Ultimately, the enthusiasm in which the organization promotes the event is the biggest factor in success.
- Think about when to pass out your flyers. Distributing flyers to your supporters 1-2 weeks in advance is optimal. You will receive an electronic version at least three weeks in advance so you have enough time to print and/or email.
- For those that you can't hand out personally, attach a personal note. "There's a new kind of fundraiser in town that's so easy! You and your family like to have fun, right?! Well, you can have fun AND support <organization> at Rink Side on <date> with the attached flyer. Don't forget the flyer! The more fun you have, the more money we raise, as 20% of each purchase that day is donated back to <organization name>. The fundraiser is all day long. If you have friends, family, and co-workers that want to have a great time, send them in with a photocopy of this flyer (or send as an e-mail!). Many thanks in advance from <organization> for your support and for joining us at Rink Side on <date>."
- Have realistic expectations. Consider the dollar amount of funds you want to receive from the fundraiser.
  - ▶ For example, if your goal is to earn \$400, at 20%, your organization needs to bring in \$2,000 in sales.
  - ▶ If an average guest spends \$10.00 at Rink Side, then approximately 200 people would need to participate in the fundraiser to reach your \$2,000 goal.
- Email is a great way to send out the flyer cost effectively.
  - ▶ To open a .PDF file, your computer must have an Adobe .PDF reader. The most recent version is available for free – download at [www.adobe.com](http://www.adobe.com).
  - ▶ Include contact information in your email, just in case any of your recipients are unable to print the flyer and would like to pick one up.
  - ▶ Please use the verbiage from the flyer in any communications about the fundraiser. It should be clear that the event does not discount purchases. It simply raises funds for your group.
- Utilize any print materials you already have. Stuff the flyers in the newsletters or magazines already set to go out. If you have the resources, utilize Public Service Announcements on the radio. Be sure to let listeners know how they can get a flyer. "Contact <Name> and <Nonprofit Organization> will email a flyer to you." Take advantage of any opportunity to announce your fundraiser to groups willing to support your cause (i.e.: group sporting events, PTA meetings, etc.)

**Your organization's motivation makes or breaks this fundraiser!  
Enthusiasm and encouragement are the keys to your success.**

\*Please remember that flyer distribution on Rink Side's premises is prohibited

*Example of  
Flyer Info*

The More Fun You Have, the More Funds Your Raise!  Visit Rink Side Family Entertainment Center on <b>&lt;Day, Date&gt;</b> to help the <b>&lt;Your Organization&gt;</b> Fundraiser!		
Present these tear-offs when making your purchase on <b>&lt;Day, Date&gt;</b> & <b>&lt;Your Organization&gt;</b> will get 20% of the sale. (before taxes). Only full price purchases will apply. No coupons, specials, birthday, group or Play packages apply. <b>Questions? Contact &lt;Your Organization&gt; @ &lt;#####&gt;</b>		
Food	Ice Skating	Game Cards