



YOUR NEIGHBORHOOD GATHERING PLACE®
**FOOD DRINK
SPORTS FUN**
thedistillery.com

Tips for Success

Spread the word

- Make it personal. Personally sharing the event is the best way to drive turnout. Ask friends, family, and volunteers to participate and share the code.
- Go where your people are. Post the code on social media and pin it to the top of your feed, add it to newsletters and group emails, and announce it at meetings and events.
- Time it right. You'll get your code three weeks out — push hardest in the final 1–2 weeks so it stays top of mind.
- Keep it clear. The event doesn't discount meals; it raises funds. Reuse the same wording in every message.

Set a goal

Decide what you want to raise, then work backward at 20%.

Do the math

To raise \$400, your group needs about \$2,000 in sales — roughly 100 guests at ~\$20 each. Since people dine in groups of two or more, every share goes further. The average FUNdraiser brings in about \$1,100 in sales, for a payout near \$220.

Sample message

Everybody has to have to eat, right? Support <organization> at The Distillery on <date>: just show our QR code when you order, and 20% of your food total is donated back. It's all day! Lunch, dinner, and carryout count for donations, so stop in any time. Share the code with friends, family, and co-workers. Thank you!