

How to Get Started

*Create a flyer. Juicy Lucy's can provide assistance with creation or it can be done by you. Juicy Lucy's must give final approval before distribution.

*Distribute flyers online via e-mail, Facebook, e-news letters and web-sites. School "all-calls", handing out flyers, posting in local businesses and talking to as many people as possible are also effective ways to get the word out about your Give-Back Event.

*Make sure your guest know to turn in the voucher/flyer or inform their server that they are here for your Give-Back Event.

*We Give-Back 15% of your guest's sales and up to 10% of all other guest's sales based on the Give-Back Guidelines.

Check us out on the web:
www.juicylucysburgerbarandgrill.com

Contact Chris:
chris@juicylucysburgerbarandgrill.com

Criteria and Key Points to Remember

*Must have Valid Tax I.D. number.

*Must promote event as much as possible off premise. Any soliciting of Give-Back Vouchers/Flyers or guest on premise during the event is not permissible.

*The more you advertise and promote, the more guest your group will bring in and the more we Give-Back.

*Voucher/Flyers will be accepted for lunch or dinner the date of the Give-Back Event.

*E-communications can be used in place of paper vouchers/flyers.

*Guest must communicate to their server that they are participating in the Give-Back Event in order for your group to receive credit.

Juicy Lucy's Burger Bar
and Grill
620 Hendersonville Rd
Asheville, NC 28803



Give-Back Guidelines

Locals supporting Locals.

Community in action.

620 Hendersonville Rd
Asheville, NC 28803
(828) 277-0355



Juicy Lucy's Give-Back Program

Juicy Lucy's Burger Bar and Grill wants to Give-Back to our community that supports us everyday through our Give-Back Program. Our 2014 goal is to raise \$20,000 for local schools, non-profits and charities. So far, we have been very successful, and we hope to keep increasing our goal each year as this passion of ours grows!

How Can Your School or Non-Profit Get

Involved?

It's easy! All you need to do is contact Chris Barlas, Juicy Lucy's Burger Bar and Grill Events and Fundraising Coordinator to set up the date. Give-Backs are usually done on Wednesday or Thursday nights. Juicy Lucy's Burger Bar and Grill tries to do at least one per week. Promotion is the key to raising the most money for your school, non-profit or charity, and we give you the support and direction you need. Juicy Lucy's Burger Bar and Grill will promote the Give-Back Night by creating a flyer for your group or provide you with our logo if you wish to design your own flyer. In addition, we will promote the



Give-Back Night in-house, on our website, through Facebook, on our marquee and by accessing our fan club e-mail database. For helpful ideas and suggestion on how to promote your Give-Back Night, check out our "How to Get Started" section in this brochure.

Guidelines

We keep it simple!

We have two tiers that allow for donation.

Tier 1: \$1000+ in sales generated earns your group **10%** of the total night's sales. This includes even sales to the restaurant that your group did not bring in (limit \$5000).

Tier 2: \$500-\$999 gets your group **15%** of the sales your group generates.

Promotion is the key to a successful Give-Back Night!

PROMOTION!

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