



# EAT AND EARN PROGRAM

Hillgrove Tap is proud to play an active role in supporting the welfare and interests of the communities we serve. In addition to our ongoing philanthropic efforts, we gladly contribute to the fundraising initiatives of our local non-profit organizations through our Eat & Earn Program.

## WHAT IS THE EAT & EARN PROGRAM?

Invite your people to eat lunch, dinner or both at Hillgrove Tap and earn up to 15% of all sales (pre-tax) brought in by your organization. When your supporters dine at Hillgrove Tap (or carryout) and present your organization's Eat & Earn fundraiser flyer on the scheduled date, 15% of their check (excluding tax) will be donated back to your organization. Purchases of gift cards will not be included. A check will be issued one week after your event.

## HOW DOES IT WORK?

You publicize your event ahead of time by handing out flyers in person as well as via email. Your group brings their flyers with them, and presents them to the server (or mentions it over the phone for carry out) during their visit.

Participating fundraiser guests are required to present a valid fundraiser flyer at each table or with each carryout order to receive credit for the fundraiser. Flyers may not be distributed inside or within 50 feet of the restaurant before during your event. This is the honor system so we ask that all members of your organization abide by this simple rule.



## **WHO QUALIFIES?**

Any government recognized non-profit with a tax-exempt status and a Tax ID number.

## **WHEN CAN YOU HOLD YOUR EVENT?**

Eat & Earn events may only occur Sunday – Thursday (excluding Holidays). Fridays and Saturdays are may be accepted depending on date and times. We have had past Eat & Earns along with a sporting event on TV (Blackhawks or any selected live game!!!)

## **SETTING UP AN EVENT**

Your organization has the opportunity of the year to host an Eat & Earn Fundraiser at Hillgrove Tap. To set up an event, please complete the following:

1. Contact the owner Chris Elsey ([chris@miafrancesca.com](mailto:chris@miafrancesca.com), 630-915-1860) to check dates and availability for your Eat & Earn event.
2. Submit your event Flyer to the Manager for approval.
3. Advertise! Email and hand out flyers to everyone you know!
4. Your charitable organization will get 15% of each net sale when your flyer is presented to the server on the day/night or your event. Relax and enjoy your evening at Hillgrove Tap knowing that you are making people happy and making money for your organization. Your fundraiser check will arrive one week after the event.



## **RESTRICTIONS**

- Members of the organization may NOT solicit Hillgrove Tap patron's participation on the day of the Eat & Earn event (for example, stand outside and pass out flyers or tell guests to mention the organization).
- 15% donation of applicable net sales in non-negotiable.

## **TIPS FOR MAKING YOUR EVENT A SUCCESS!**

- Put a flyer in your organization's newsletter.
- Announce your Eat & Earn event on your website, and add a link to the download PDF of your flyer.
- Attach the flyer to an email going out to family, friends, office, etc.
- Call your local newspaper. They're always looking for charitable events in the community.
- Pass out flyers during large gatherings, group meetings and area sporting events.
- Announce the fundraiser on the P.A. system at your local event.
- Share the link and information on all of your social media pages.

Most importantly, cast a wide net. Talk to everybody. The more people that come to your Eat & Earn event, the more money your organization will earn. And don't worry, if anyone can't stay for dinner, they can order carryout too!