

# PIZZERIA *maki*

Thank you for your interest in our **TAKE OVER** program. Some general information: Take Over events are held on Tuesdays. We encourage you to create an event – a time during which members of your group will be there to meet and greet your guests. You can decorate the shop, set up a table with informational literature, and hold ancillary fundraisers (raffles, quarter auctions, etc.) during this time. Should you wish to hold an ancillary fundraiser, please keep it “passive” (and adhere to all state gaming laws!). We want to avoid creating an environment wherein our regular guests feel solicited.

You are responsible for getting the word out about your event. Simply have guests mention that they are at Pizzeria Maki for your fundraiser and we will electronically “tag” all in shop and phone sales associated with your group.

**For online orders**, please have your guests visit **PIZZERIAMAKI.com** and use the ORDER TAKE OUT button to place the order. Guests will need to enter your group name when checking out. This can be accomplished using the “Delivery Instructions” field for delivery orders OR, for pick up orders, selecting “curbside pick-up” and adding your group name to the vehicle make/model field.

At the end of the event, a donation of 15% of sales (excluding any applied promotional discounts or comps) will be sent to you. You will receive a check within 2 – 4 weeks following your event. Any donation less than \$25 will “roll over” to your next scheduled event (which must occur within the fiscal year).

**Your total donation is directly relational to the number of guests that you drive into the shop. It takes \$1000 in sales attributed to your group to raise \$150!**

## HOW TO PROMOTE YOUR TAKE OVER EVENT

### 1. Announcements/memos/emails/Facebook/Twitter/text message invites

- Send an organization-wide email/memo promoting the event, being sure to include the flyer
- Make sure the flyer is included on any daily announcements
- Have the event announced at assemblies, gatherings, classes
- Put flyers in all mailboxes at the organization
- Create a Facebook invitation or evite with downloadable flyer
- Have organization members text their friends
- Activate organization’s phone /text/email trees
- Post the flyer online for people to download
- Be sure to include the details of the event on all invitations!

### 2. Invite, Invite, Invite!!

- Nothing beats a personal invitation
- Talk to key members of the group and ask them to be there and to invite friends and family
- Reach out to all parents and supporters of the organization and ask them to invite their friends as well

### 3. Require all group members to be at the event

**Remember: The more people you bring in on the day of your event, the more money you will raise!**

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## TAKE OVER REQUEST FORM

Date: \_\_\_\_\_ Federal Tax ID number: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Make check payable to: \_\_\_\_\_  
*Must be a non-profit organization, school, church or City/County/State Agency. For tax reasons we cannot make checks payable to individuals.*

Mail check to (address): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Contact Phone (optional): \_\_\_\_\_

Contact Email (required): \_\_\_\_\_

Date requested (Must be a Tuesday): \_\_\_\_\_

How will Pizzeria Maki be recognized for this donation? \_\_\_\_\_

What will your organization do to promote this event? \_\_\_\_\_

**Please complete and return to [PizzeriaMaki@gmail.com](mailto:PizzeriaMaki@gmail.com). DO NOT LEAVE AT THE SHOP.**

*We reserve the right to make changes to Take Over policies, procedures, and availability at any time.*