



Rivers Avenue
7616 Rivers Ave.

Marketing Playbook

COMMUNITY CARE FUNDRAISING



What:

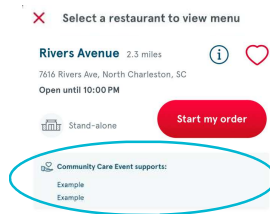
Community Care events are a tried-and-true way to help schools raise money for programs, equipment and supplies most needed. In addition, Community Care Events can help schools organize their efforts in a fun, interactive and safe way.

How:

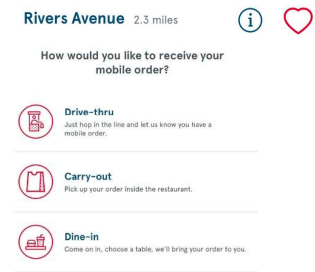
During a Community Care Event, a school's teachers, faculty, staff, students and their families all visit the Restaurant during a specified time. Using the Chick-fil-A App you can place an order using your Organization Code and in turn, the Restaurant gives back a percentage of those sales to the school. (Please note orders utilizing rewards or points will lead to no donation) The more people who participate in a Community Care Event, the higher the donation will be. Therefore, for this fundraiser to be successful, a school must be willing to invest the time and attention necessary to properly promote this event. Please note that this fundraiser does not work well for smaller groups.



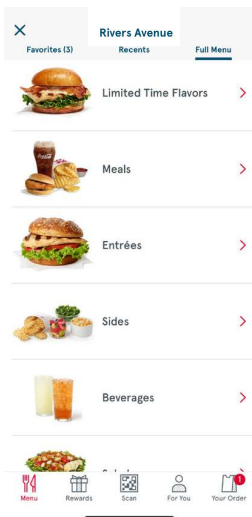
1. Download and open the app



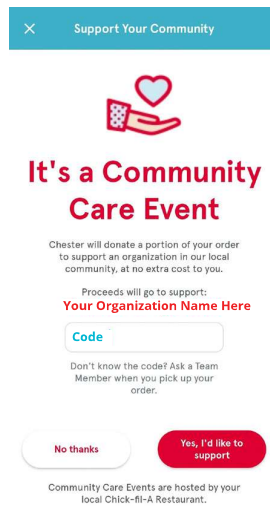
2. Select our store and see your event live



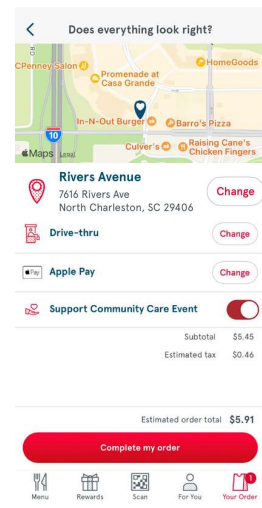
3. Choose destination



4. Order your meals!



5. Enter Code to ensure participation is counted



6. Finalize order