



## We look forward to hosting your upcoming fundraiser at Chipotle!

In advance, here are a few tips to help spread the word to your supporters!

E-MAIL THE FLYER	<ul style="list-style-type: none"> <li>Email the official Chipotle flyer to your distribution list (parents and teachers, members of your organization, staff at your company), etc. Tip: Embedding the flyer image into the body of the email helps to catch supporter's attention</li> <li>Send a calendar invitation to your e-mail distribution lists for the day of the event with flyer attached</li> </ul>
POST ON SOCIAL MEDIA	<ul style="list-style-type: none"> <li>Post the flyer on your organization or school's Facebook, Twitter, Instagram, etc. accounts</li> <li>Encourage members or parents to share and post the flyer on their own accounts</li> <li>Encourage supporters to post photos and status updates during the fundraiser to inspire more of their friends to come out and support</li> <li>Update your cover photo to the fundraiser flyer image</li> </ul>
SHARE ON YOUR WEBSITE	<ul style="list-style-type: none"> <li>Post the fundraiser details on the homepage or calendar of your intranet or school website</li> </ul>
MAKE ANNOUNCEMENTS	<ul style="list-style-type: none"> <li>Share the details at upcoming meetings and events like volunteer, member or PTA meetings, pep rallies, sporting events</li> <li>Request the details be shared through company-wide announcements, school announcements, school news stations, etc.</li> </ul>
PRINT, POST & PASS OUT FLYERS	<ul style="list-style-type: none"> <li>Post flyers on community boards in common areas</li> <li>Distribute flyers at meetings/events</li> <li>Send flyers home with students the day before the fundraiser</li> <li>Add the flyer to digital classroom notes/school calendars</li> <li>Print the flyer in school newspapers</li> <li>Host a flyer distribution contest to see who can bring in the most people</li> </ul>
HOST A CONTEST	<ul style="list-style-type: none"> <li>Offer extra credit for students who show their fundraiser receipt, or host a raffle using receipt as entry ticket.</li> <li>Award the classroom or grade with the highest attendance a prize (dress down day, pizza party, extended recess, etc.)</li> <li>Host a social media photo contest for fundraiser attendees</li> </ul>

\*An average transaction at Chipotle is approximately \$10 per person. If your goal is to raise \$1,000 for your organization, approximately 200 supporters will need to come to your fundraiser (200 x \$10 = \$2,000 / 50% = \$1,000).

**PLEASE REMEMBER:**

In an effort to provide all of our guests a normal dining experience, fundraiser partners are **not** permitted to hand out fundraiser flyers or solicit to customers in line at the restaurant, or in the parking lot at any time. All promotion/flyer distribution must be done ahead of time.