

## Fundraising Overview

Yogurt Beach is a local, family-owned and operated business that is very interested in supporting local schools, sports leagues and charitable organizations. We offer three types of fundraising opportunities that are very easy to plan, organize and execute.



*Frozen Yogurt & Custard, Gelato, Sorbet*

3027 English Rows • Naperville, IL 60564

[www.YogurtBeach.org](http://www.YogurtBeach.org)

**630-778-0182**

**Option #1** - Yogurt Beach will host a fundraiser at our store and contribute a fixed percentage of the sales (30%) resulting from all fundraiser participants' purchases at our store during the day of the fundraising event. Online sales will be included only if the customer tells us at pickup or in their online order that they are supporting that day's fundraiser. This option simply requires lots of word-of-mouth marketing as well as email blasts, social media/website posts, and physical flyers or posters issued by the fundraising partners. The success of this type of fundraising event is directly proportional to the number of participants that a fundraising partner is able to attract to the fundraising event at our store. 100+ invitations to participants is suggested to achieve success in your fundraising goal.

**Option #2** – Yogurt Beach's fundraising partners market and pre-sell Yogurt Beach gift cards to community supporters in lieu of candy bars, coupon books, cookie dough or other traditional fundraising merchandise. Yogurt Beach supplies the order forms, then contributes 30% of the total gift card sales proceeds back to its fundraising partners for their efforts. (This is the most lucrative option.)

**Option #3**- Order Yogurt Beach "Cups to Go" for a sporting event, school activity, or concessions. Receive a discount and resell at a higher cost for instant funds. Two cup sizes are available.

**Yogurt Beach's Fundraising Goals & Limitations** - It is Yogurt Beach's goal to provide support for a large number of fundraising beneficiaries from local schools, sports leagues and charitable organizations without the appearance of bias towards any one particular group. We encourage you to contact us regarding any other fundraising goals and to discuss your options and limitations. We greatly appreciate your understanding with regard to these fundraising goals.

If you are interested in discussing a fundraising opportunity, please contact [debbie.kliegl@yogurtbeach.com](mailto:debbie.kliegl@yogurtbeach.com) and fill out the application on the next page. We will respond to your inquiry as soon as possible. We receive many requests on a weekly basis so we are thankful for your patience and appreciate your interest in fundraising with Yogurt Beach!

# ***Fundraising Application***

Fundraiser beneficiary: (exact name for fundraiser proceeds check)	
Employer Identification Number (EIN) or Tax ID Number of fundraiser beneficiary:	
Fundraiser sponsor: (if different from Beneficiary)	
Fundraiser sponsor contact person:	
Phone number: _____	E-mail: _____
Mailing Address for return check: Address to: _____	Street: _____ City/State _____ Zip: _____
Requested date for fundraiser: (Monday thru Thursday preferred) (Provide alternate date, if possible)	
Estimated # of participants:	

I have read and understand the Fundraising Rules & Responsibilities included in this application and hereby confirm that I and anyone assisting me with this fundraising event will do our best to abide by these Rules and complete the Sponsor Responsibilities to the best of abilities.

\_\_\_\_\_  
Name

Title: \_\_\_\_\_

Date and Time of event:	
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\_\_\_\_\_  
Debbie Kliegl on behalf of Yogurt Beach

Date: \_\_\_\_\_

PLEASE RETURN THIS COMPLETED APPLICATION TO: HYPERLINK "mailto:debbie.kliegl@yogurtbeach.com"  
OR YOU MAY DROP IT OFF AT OUR STORE. (3027 ENGLISH ROWS #115; Naperville, IL)

# ***Fundraising Rules & Responsibilities***

## **Fundraising Rules:**

The Fundraising Sponsor should refrain from on-site solicitation of existing Yogurt Beach customers outside our stores & on the premises of the shopping centers where our stores are located. We have a zero tolerance policy for on-site solicitation of our existing customer base.

The Fundraising Sponsor should obtain prior approval for any on-site signage, posters, balloons, etc. that you wish to utilize during your fundraising event. (We control the inside of our stores, our landlord has approval rights over exterior signage, etc.)

## **Fundraising Sponsor responsibilities:**

Draft & submit marketing flyer for approval by Yogurt Beach or request post/flyer from [debbie.kliegl@yogurtbeach.com](mailto:debbie.kliegl@yogurtbeach.com)

Widely market your fundraising event through marketing flyers, word-of-mouth, web-site postings, e- mail, social media etc.

Make sure your participants know they must either present the marketing flyer or mention their support for the fundraising beneficiary when paying in order to have their sale included in the fundraising event.

## **Yogurt Beach fundraising responsibilities:**

YB will post pre-approved fundraising announcements on our website/social media prior to your fundraising event, if requested.

YB will post a fundraising announcement on the day of the event to identify the name of the fundraising beneficiary and the hours of the fundraising event.

YB will capture all supporting sales from fundraiser participants and provide the beneficiary contact with a written summary of the results of the fundraiser along with a check to be picked up in the store approximately 5-7 days following the event.