



Dear fundraiser coordinator,

You should be very proud of yourself for taking on the role of contact person for your upcoming fundraising event at Casa Orozco. You should be commended and we are sure your efforts will be greatly appreciated by your organization. But please don't feel daunted by this task as we at Casa Orozco make it easy to create a fun and profitable event.

Casa Orozco is always happy to help the local community by offering our award-winning restaurants as the venue for so many local fundraisers. From school organizations like PTA's, athletic boosters, and school clubs to national and local charities to little league sporting organizations we have assisted myriad organizations and groups and clubs over the years.

Here's how it works:

- You already completed step one—you have shown an interest in doing a fundraiser and have received this email.
- Secondly you must contact either Jesus Orozco for our Dublin location or Luis Orozco for our Livermore location, to pick a date for your event. We suggest at least a two or three week lead time as to properly promote your event
- Then you must create a flyer for you event with all the relevant information like; date of the event, organization name in the header of the flyer as well as below the dotted line (a sample flyer is included with all the necessary elements your flyer needs)
- Send copy of flyer back to us for approval.
- Once approved, promote, promote, and promote your event like crazy. Email blast three weeks, then two weeks then one week then one day and finally the day of your event. It sounds like overkill but this is the single-most effective thing you could do. Try to get outside organizations with large, relevant email lists to forward your blasts such as school staff, teachers, inter-organization email list administrators, etc. With each email send the flyer as an attachment. This is critical as each participant **MUST** bring in the flyer on the day of the event! Many of our most successful events used Facebook and Twitter to promote as well. Go Viral! Don't forget posters in schools (get permission first) signs, word of mouth etc. This is not as hard as it sounds.

NOTE

On the day of the event, it is absolutely prohibited to do the following:

**NO PASSING OUT FLYERS IN THE PARKING LOT OR ANYWHERE IN THE RESTAURANT
NO BRINGING IN EXTRA FLYERS AT ALL**

**No Coupons, Discounted Gift Cards (From Costco) Or Other Promotions Can Be Used with This
Fundraiser (Must Pay Full Price)**

That's it. Get started and let's have a fun and profitable event!