

# PIZZA NIGHT (Implementation Kit)

Pizza Pro's Pizza Night Fund Raiser is easy to implement. On a chosen date, Pizza Pro Pizza will donate to your school, group or club 20% of the net sales from orders placed that evening using your organization's coupons.

## PROMOTING THE EVENT

To help ensure the success of your Fund Raiser, we suggest you do the following to promote the event.

1. Select a **Tuesday or Wednesday** date and confirm that date with the Pizza Pro store manager.
2. Photocopy the artwork provided to distribute to the students or members to help promote the upcoming event. Distribute the letter at least one week before the scheduled Fund Raising night.
3. Distribute copies of the coupon sheets to area merchants, have parents or members distribute in their offices, etc. More coupons in circulation mean more orders and a larger donation for your group.
4. Post flyers in the halls and on the bulletin boards in high traffic areas.
5. Place an article or ad in the school paper, church bulletin, etc. Highlighting your upcoming Fund Raiser.
6. The day before the scheduled event, distribute another copy of the coupons. Encourage students or members to take it home to their family.
7. Arrange to have an announcement made to remind everyone to order Pizza Pro Pizza for dinner. Be sure to remind them to use their special coupons when ordering.

**#1 SERVICE, PRODUCT & PRIDE**

We hope you will find that this is a fun and easy way to raise money. If your group needs to raise a large amount of money, this program can be utilized numerous times.



HOT  
TO  
GO!!!