

**GORDONVILLE GRILL  
10% TUESDAY COMMUNITY NIGHT APPLICATION**



Part of our mission at Gordonville Grill is to support local organizations and charities that have an impact on the Southeast Missouri community. One way we accomplish this is through our 10% Tuesday Community Nights held every Tuesday in 2011. Ten percent of sales generated on the designated Tuesday will be donated by Gordonville Grill. To qualify your organization, it must be local, non-profit and not part of a national organization. Examples include: Student government clubs, mission trips, school fundraisers, Boy and Girl Scouts, Church groups, etc. This guideline and application denotes the responsibilities that we both have in order to create a successful benefit night for your organization.

**Step One:** Please complete the benefit application below and return to Andrew Hancock at Gordonville Grill 829 State Hwy Z in Gordonville. **We will also need a copy of your organization's tax exempt letter.**

**Step Two:** Once your application is reviewed and your organization is approved, we must discuss the ways you will get the word out about your benefit night. This promotion activity, on your part, will make sure as many of your supporters as possible will come and it may also reach out to new supporters of your cause as well.

**As part of your application, check each of the following actions that your organization will do to insure your successful benefit night.**

**Mandatory Marketing Initiative**

Please write an informative summary describing your organization or effort. You may include a brief history, purpose, goals and what specifically will be done with the funds raised from your event. We will be providing this information to our staff so that they may be able to informatively discuss your organization to our customers during your event.

---

---

---

---

---

### **Other Suggested Initiatives**

- Newspaper** Contact local newspapers a few weeks in advance to put a notice in their daily calendar of events (this is a free service)
- Radio** Contact local radio stations to broadcast a PSA for your event.
- Television** Contact your local television station to inform them of the upcoming event and if they could run your story or even come out to broadcast the event live!
- Email** Contact your supporters via email. Be sure to include Gordonville Grill in your email. gordonvillegrill@gmail.com
- Social Networks** Facebook, MySpace & Twitter are all good places to publicize your event to existing and new supporters.
- Print Marketing** Print posters to hang up during your event and flyers to hand out at previous events or gatherings you hold and to hand out during the event with us.
- Newsletter** Publicize your event in a newsletter or special mailing to your supporters. Please include us in your mailing and provide a copy to Gordonville Grill.
- Phone Marketing** Start a calling chain to personally request attendance from your supporters.
- Other** \_\_\_\_\_

**Please provide Gordonville Grill a copy of all printed or posted material.**

**Step Three:** Your 10% Tuesday night is here!! Here's what to expect.

You must have one representative of your organization at Gordonville Grill from 5-8pm to raise awareness of your group and to answer questions from the public. We will provide an area for you to set up in order to be available to the public and to give out flyers, information, etc.

**Step Four:** Gordonville Grill will donate 10% of all sales generated that Tuesday to your organization in the form of a check. The donation will be payable seven (7) days after the evening of your event.

Remember: The success of your 10% Tuesday will depend on your organization's ability to market the event. Once your event is scheduled, it is important to make every effort on your part to make it a lucrative utilization of your time and effort.

Does your organization have other events that are catered?

If so, have we bid your event?

Has your organization used our catering services in the past?

If so, how was your experience?

**NAME OF ORGANIZATION AND ITS PURPOSE**

---

---

---

---

---

---

---

**ADDRESS**

---

---

**CONTACT PERSON(S)**

---

**PHONE**

---

**EMAIL AND WEBSITE ADDRESS**

---

---

**REQUESTED DATE OF EVENT – PLEASE LIST THREE**

---

---

---

**Thank you for taking the time to consider the information above and we look forward to helping your organization in the future!**

---