



FUNDRAISING APPLICATION

We are honored that you would select My Pie as a partner in your fundraising efforts and we would love to consider your charity for a 2 Minutes 2 Charity Event. All that we need is for you to complete, print, and submit this form to the Manager at the My Pie location at which you would like to do your event. All information fields are required in order for us to process your request. You will be contacted by a My Pie representative regarding the status of your application as soon as possible. For your convenience, you can email this application to management@pizzayourway.com.

ORGANIZATION NAME (AS WRITTEN ON TAX RECORDS)

CONTACT NAME

ORGANIZATION NAME (TO BE SHOWN ON THE 2 MINUTES 2 CHARITY VOUCHERS)

CONTACT EMAIL

ORGANIZATION ADDRESS (MUST MATCH TAX ID#)

CONTACT PHONE

ORGANIZATION TAX ID NUMBER

ORGANIZATION FAX

PURPOSE OF THIS EVENT

REQUESTED MY PIE LOCATION

2 Minute 2 Charity Events are usually held on Wednesdays. Times will be determined at the location by the My Pie Manager.

DATE REQUESTED FOR EVENT

1ST CHOICE _____

2ND CHOICE _____

3RD CHOICE _____

Has your organization participated in a My Pie 2 Minutes 2 Charity event in the past? If yes, when?

<p>Estimated 2 Minutes 2 Charity EVENT ATTENDANCE</p>
<p>Estimated 2 Minutes 2 Charity EVENT FUNDRAISING GOAL</p>

CONTACT SIGNATURE

I have read and understand the 2 Minute 2 Charity Event Organization Guidelines. Please note this agreement must be approved at least 2 weeks before scheduled fundraiser event. The organization is responsible to promote the fundraising event with its members. Any promotional material are to be distributed prior to the event. Under no circumstances are flyers to be handed out in the restaurant, in the parking lot, or vicinity of the restaurant.

MANAGER'S APPROVAL SIGNATURE

FOR MY PIE USE ONLY	
APPLICATION RECEIVED DATE	
NON-PROFIT ELIGIBLE	YES / NO
APPROVED DATE	
APPROVAL SIGNATURE	
MARKETING SIGNATURE	



2 MINUTES CHARITY

PLENTY OF PIZZA AND A LOT MORE DOUGH!

OVERVIEW

Request a 2Min2 Charity event at My Pie and enjoy rollin in the dough! At My Pie, community involvement is close to our hearts. We have partnered with Kurt Warner and consistently hold events to donate to his foundation The Treasure House. My Pie also frequently raises funds for local schools, community clubs and even pet organizations! It's a great way to serve not only our passion for pie but to support our local neighbors, friends and partners!

HOW DO I REQUEST A 2MIN2 CHARITY EVENT?

Our events are consistently held on Wednesdays, though we have made some exceptions. Please fill out the application and submit in store or via email at management@pizzayourway.com. One of our Pie team members will follow up and assist you in the registration process. Once we approve the event, My Pie and your organization will be required to sign a "2 Min 2 Sign Up Form" explaining details of the event.

EVENT RULES

- » Guests must show flyer via email or printed copy
- » Seating cannot be guaranteed for large parties
- » Organizations cannot distribute flyers "on premise, day of event" to non charity patrons
- » Organizations must receive approval from any private property owners in order to distribute flyers to surrounding businesses in the complex and in the parking lot.

ADDITIONAL OPPORTUNITIES

We enjoy community connection at My Pie and strive to make your event, specific to you group. In the past we have decorated your group's colors and logo in the store and have often featured a pie that expresses your inner desires. During select events, we have offered organizations to pre purchase gift cards at a 10% reduced rate. These card then have been sold during the event to generate extra revenue. Groups have used some of their own members to act as "guest employees" assisting in selling drinks and generating sales. Please ask your Pie Team Member how to make your event brand specific!

ELIGIBILITY

- » Must have a tax ID & community oriented
Not limited to:
- » Public Schools
- » PTOs
- » School affiliated Sports Teams
- » Campus clubs
- » School Boosters & Clubs
- » Boys and Girls clubs
- » Pet Organizations
- » Community Outreach Programs
- » Religious Groups with intentions to assist the community

NOT ELIGIBLE

- » Individuals seeking aid for personal problems (this does not include illness)
- » Organizations without a proper tax ID
- » Political groups
- » Groups seeking personal endeavors (travel funds, internal improvement)



2 MINUTES 2 CHARITY

FUNDRAISING THAT'S FAST
AND FUN AND EFFECTIVE.

GET STARTED

- » Select a date 3 – 4 weeks in advance to ensure proper communication of the event to all participants.
- » Set a fundraising goal, how much money do you want to raise? \$_____.
- » You determine your percentage goal based on the number of guests that attend the event, ranging from 10 - 20 percent!
- » Set realistic expectations. For example to earn \$150, your organization needs to bring in \$1500 at 10% and \$750 at 20%. Our average guests spends \$15. Set your goals with this model in mind.
- » Select a group of people from your organization that will promote your event.
- » Complete the W-9 form to ensure that your proceeds will be processed immediately.

TIPS TO ENGAGE YOUR AUDIENCE AND PROMOTE YOUR EVENT

- » Post information about your event on your Website and write about it on your social media pages.
Encourage Likes and Followers to share.
- » Promote and Promote! Personally giving out flyers and promoting is a great way to get people to come to your event.
- » Make sure to get listed on local newspaper calendars, in church bulletins and on local school calendars; make sure to send specific details on event time, place and beneficiary.
- » Distribute your 2 Minutes 2 Charity materials at least 7 – 10 days prior to the fundraiser event date. Deliver to anyone who might be able to attend. Provide extra materials for people to give to friends and family.
- » Include information about your event in your newsletter.
- » Create incentives your organization can give to volunteers who go above and beyond in their efforts.
- » Make sure that you or a representative is at the My Pie location during the event to meet and greet participants and supporters.
- » Send out press releases and use local media to support your event.
- » Email is a cost effective way to reach thousands.
- » Communicate often with your My Pie Team member! We are here to provide you with the most successful event possible! We will cross promote using our social media platforms and 4 wall marketing!

SAY THANK YOU

- » Get a little post-event publicity by sending a post-event press release to local media that recaps the event and promotes its success and impact.
- » Use your social media platforms to thank mass audiences.
- » Set a date for your next 2 Minutes 2 Charity Event.