



# Fund-raising with Food

America's love affair with food is still in the honeymoon stage and 'feeding people' has become a favorite way to raise money for non-profit organizations. Asheville non-profits have used soirees and drawings as fundraising vehicles for years, asking restaurants to sponsor the food. But as the requests for food donations reaches an all time high, the ability for restaurants to provide free food is becoming more difficult. In fact, it's become almost impossible. The Asheville Independent Restaurant Association encourages non-profit organizations to use the "Food Tray Sponsorship Model" for acquiring food for their fundraising events

Here are two ways your non-profit can make it work!

## Sponsorship Driven Model

First, we recommend that every non-profit have a 'champion' or 'chair' for their fundraising event and begin planning no later than 3 months in advance. You can expect to pay anywhere from \$10 to \$40 per guest for food when having an event catered. This price varies depending upon the time of the event, the menu, and the restaurant chosen to cater the event. In this model, the non-profit Board and fund-raising committee would solicit sponsorship funds from a new or existing donor base prior to deciding who will cater the event. When all financial donations have been pledged, the non-profit can solicit catering quotes. The committee can use some of the tips in the model below to help organize the overall effort.

## Menu Driven Sponsorship Model

### PUT THE MENU TOGETHER

1. The non-profit group designates one person as the 'restaurant liaison' for the event.
2. The liaison submits **requests for quote** (RFQ's) to area restaurants for:
  - a tray of food (asking for specific courses from different restaurants so that all courses are covered in the buffet: appetizers, starch/veggie, entrees, desserts)
  - Catering the entire event.
3. The non-profit can send RFQ's to any restaurant it chooses or it can supply the RFQ to the restaurant association so it can be sent to all 60+ members.
4. The non-profit liaison brings all quotes to his/her event committee so that the option best suited for your event can be selected.
5. The liaison contacts the restaurant (or all *chosen* restaurants) and confirms the price, date, delivery or pick-up time.

### DEVELOP SOLICIATION MATERIALS *Please see the Homeward Bound example attached.*

6. The liaison provides his/her marketing committee (if applicable) with a complete list of
  - Restaurants chosen to cater the event

- the food (or tray) the restaurant will provide
  - the price the restaurant is charging
7. The non-profit's marketing committee prepares a solicitation piece describing
    - the basics about the organization and the fundraising event they are hosting
    - the 'menu' for the event.
    - a request for catering or 'food tray sponsors' to pay for specific platters of food. Sponsors can fund the entire catering, tray or they can be 'partial sponsors' of a tray
    - the ways in which the sponsor will be recognized for sponsoring the food tray

#### **ENGAGE FUND-RAISING COMMITTEE**

8. The non-profit Board and its fundraising volunteers spend the next several weeks/months acquiring sponsors for the food trays.
9. The liaison (or non-profit administrator/Treasurer) keeps track of all sponsorship pledges and ensures sponsors are invoiced.
10. Liaison communicates with committee as to which trays have been sponsored as well as any *partial* sponsorship opportunities available.

#### **FOLLOW-THROUGH**

11. The restaurant liaison communicates with the restaurants regarding final guest count
12. The liaison coordinates volunteers to pick up the food trays on the day of the event (if delivery fee was not included in RFQ)
13. The liaison ensures that all volunteers designated to pick up food are given the check to pay restaurant at time of pick-up.

Thank you for considering the Asheville Independent Restaurant Association and its members for your event.  
We appreciate your support.