



Noche Mexicana Fundraiser Guidelines and Best Practices

What is a Noche Mexicana Fundraiser?

A Noche Mexicana Fundraiser is an event that takes place at your local Margaritas Mexican Restaurant, in which Margaritas donates 20% of pre-taxed sales from the organization's attending guests.

How do you apply for a Noche Mexicana Fundraiser?

In order to qualify to participate in Margaritas fundraising programs your organization must be a non-profit or have tax-exempt status. To show non-profit or tax exempt status, it is required to submit proof with either a 501(c)3 or a Certificate of Tax Exemption, as well as a W-9. For your event to be processed in a timely manner, please submit your charity application at least six weeks in advance of your preferred first choice date; proof of tax-exempt status can be submitted with your application. We do our best to accommodate all first choice dates, however, due to the volume of application requests, your first choice date may not be available. **Noche Mexicana Fundraisers can be held on Sunday – Wednesday only.**

To apply for a Noche Mexicana Fundraiser, please complete the charity application by visiting this link: <http://www.margs.com/company/charity-application/>.

MA LOCATIONS ONLY Per the Commonwealth of Massachusetts, all non-profit and charitable organizations hosting fundraising activities held in MA must be registered with the Attorney General's Office and complete Form 10B prior to hosting their fundraising activity. For more information about these requirements, please visit the following link: <http://www.mass.gov/ago/doing-business-in-massachusetts/public-charities-or-not-for-profits/>.

Best practices for promoting your Noche Mexicana Fundraiser

The success of our fundraising program is dependent on you and your supporters and getting as many people as possible to attend. Margaritas will provide you with customized, branded promotional material for you to distribute to your supporters to help get the word out, however, it is the sole responsibility of you and your organization to promote your Noche Mexicana Fundraiser. These materials will be emailed to the email address provided on your application, no later than three weeks prior to your fundraiser date. Margaritas will provide the following promotional materials:

- Sample email blast to be sent to your distribution list
- Flyers (four per page; these are used to determine if a guest is attending your event in order to count their bill towards your donation amount), the guest should present this to their server to have their check counted towards your donation - ****(Please note, the flyers are not to be handed out to any restaurant patrons at the restaurant on the day of your event)***
- Color poster in a JPG and PDF version

Margaritas highly recommends using the branded promotional materials given to you to help promote and get the word out about your event. The JPG color poster is a great visual to use on social media platforms such as Facebook or Twitter, or any other social media network that you and/or your

@MargsMex

#MargsMex

#NocheMexicana



Noche Mexicana Fundraiser Guidelines and Best Practices

organization and members utilize. Be sure to post the event on your website as well as any other web sites available to you, including blogs that might support you. Lastly, use your email database and personal network to promote and get the word out about your fundraiser.

Guidelines and rules on the day of your Noche Mexicana Fundraiser

****During your Noche Mexicana Fundraiser, there is to be no solicitation of other guests who did not intend to come out and attend your event. The distribution of flyers on the premises, both inside the restaurant and in the parking lot is strictly prohibited. Such activity can be grounds to not work with a partner for another event.**

Margaritas will supply your group with a small table in the lobby area for you to display some informational materials about your organization. This table may not be 'manned', and unfortunately, we are unable to allow any raffles to take place.

All of your intended guests and supporters must provide a flyer or show a digital copy of the flyer to their server to have the sale counted towards your fundraising dollars. Should any of your guests forget to bring theirs, our management team will supply one upon request – ***please do not bring any extra flyers with you on the day of your event.***

After your Noche Mexicana Fundraiser

After your Noche Mexicana Fundraiser has concluded, your attendees' checks from the evening will be totaled together and the donation amount will be emailed to you the next day by a manager from that location. Please note that only food and beverage sales are counted towards your donation amount; donation total excludes: retail purchases, gift card sales, tax and gratuity. The donation check will then be mailed to the address that you provided on your application. The check will come from our main office in Portsmouth, NH and will be mailed within 10 to 14 business days.

Should you have any additional questions about hosting a Noche Mexicana Fundraiser, please contact marketing@margs.com.