

# MARKETING PROGRAMS

## How to Begin Fundraising With QDOBA

The QDOBA Fundraiser program is a great way to connect with the local community. It's simple, you partner with a 501c3 non-profit organization, that the IRS has approved as a tax-exempt charitable organization, to hold an event during a four hour time frame at your restaurant. Then you donate 25% of sales (in-store, online, and catering sales) during that time frame to the partnering non-profit.

**PROS OF QDOBA'S FUNDRAISING PROGRAM:** Increases brand awareness | Increases incremental guest count | Drives traffic on slow days | Builds lasting community relationships | Uses an all digital platform that automates marketing emails to your partners, takes care of complicated tax documents, and even connects directly to your POS to track sales from each event.

**COST BREAKDOWN:** Donation To Non-Profit: 25% Fundraising Sales During Each Event (paid within 30 days of event) | Performance Fee: 5% Of Fundraising Sales Per Event (paid monthly) | Platform Fee: \$5 Per Month Per Participating Restaurant (paid monthly).

## Follow These Steps to Get Started

### STEP 1

#### OPT-IN TO QDOBA'S FUNDRAISING PROGRAM

Reach out to your Regional Marketing Manager (RMM) to discuss which restaurants you'd like to opt-in to the program and to set up the communications operational hierarchy, which will determine the roles and responsibilities within your organization. Your RMM will provide you with training videos and tools to help you understand the program before getting started. Additionally, they will direct you to the marketing assets available for order.

### STEP 2

#### BUILD AWARENESS IN YOUR TRADE AREA

Begin reaching out to local 501c3 non-profit organizations to see if they'd like to hold a fundraiser at your restaurant. We recommend setting aside time each week to drop into local non-profit businesses with queso, chips, and fundraising marketing material to discuss the benefits of fundraising with QDOBA. Example organizations include: K-12 Schools (PTAS/PTOs, field trips, prom, graduation), College and University Groups (student organizations, Greek Life, intramural sports), Youth Sports Teams, and Non-profit organizations (Boys & Girls Club, YMCA).

### STEP 3

#### APPROVE AND SCHEDULE EVENTS

Once you are signed up on QDOBA's fundraising platform, organizations can begin to schedule events at [qdoba.com/fundraising](https://qdoba.com/fundraising). You'll be able to block days on the calendar that you do not want to host fundraisers. Events can be scheduled a minimum of 14 days in advance.

# Examples of Fundraising Collateral

## WINDOW CLING

**EAT, DRINK & RAISE FUNDS**

25% of our sales go to organizations doing good. Fundraise for your non-profit or school today.  
**PARTNER WITH US: QDOBA.COM/FUNDRAISERS**

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## BAG STUFFER

**EAT, DRINK & RAISE FUNDS**

25% of our sales go to organizations doing good. Fundraise for your non-profit or school today.  
**PARTNER WITH US: QDOBA.COM/FUNDRAISERS**

**QDOBA**  
MEXICAN EATS

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## CRM

**QDOBA IS BRINGING FLAVOR TO OUR COMMUNITY**

## TABLE STICKER

**WE'RE HIRING**

**TEXT QDOBA TO 85000 OR SCAN THE QR CODE TO APPLY**

**FREE MEALS \* FLEXIBLE SCHEDULE \* COMPETITIVE PAY \* HEALTH BENEFITS**

**QDOBA Q REWARDS**

**FREE QUESO & CHIPS**

**WHEN YOU JOIN QDOBA REWARDS**

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QDOBA Rewards terms apply.