

# Sonoma County Restaurants Feed the Human Race!



## Human Race Restaurant Week

April 29<sup>th</sup> – May 5<sup>th</sup>

The week of April 29<sup>th</sup> - May 5<sup>th</sup> has been declared *Human Race Restaurant Week*. Restaurants are encouraged to pick a day or days when they will donate a portion of their proceeds to the Human Race in support of their favorite nonprofit agency. Human Race participants are encouraged to visit participating restaurants that week; and restaurants are encouraged to participate in the Human Race with the agency they are supporting. Restaurants registered by April 1, 2012 will be included in *Restaurant Week* promotional materials -- *Restaurant Week* print ads, Facebook, Human Race website, newsletters, fliers and participating agencies.

Below is a step-by-step outline of how to get involved as a nonprofit or a restaurant:

1. Nonprofit agency or business recruits **one** restaurant to participate in the Human Race *Restaurant Week*
2. Restaurant fills out Commitment Form and submits it to the Volunteer Center (by April 1<sup>th</sup>)
3. Restaurant is included in *Human Race Restaurant Week* promotional materials created by Volunteer Center
4. Nonprofit promotes partnership with restaurant to its donors, volunteers and Human Race participants to drive business on designated day(s). Use promotional flyer template from Restaurant Week section of Human Race website for flyers.
5. Nonprofit creates table tents for tables at restaurant to use on designated day, creating enthusiasm for the Human Race.
6. **Restaurant submits proceeds to Volunteer Center post-race (by May 12<sup>th</sup>)**
7. Volunteer Center distributes funds from *Restaurant Week* to nonprofits as outlined by Volunteer Center

Here's how it works for participating nonprofit agencies, restaurants and the Volunteer Center.

NONPROFIT AGENCY / BUSINESS	RESTAURANT	VOLUNTEER CENTER
Recruit restaurant to partner with your agency/business in your Human Race fundraising efforts	Fill out <i>Restaurant Week</i> commitment form by April 1 <sup>th</sup> deadline! Include % of proceeds, designated day(s), benefiting nonprofit, contact person	Promotes <i>Restaurant Week</i> and participating restaurants and non-profits to community in newspaper, radio ads, website and to Human Race participants prior to Race Day
Submit name of restaurant to Volunteer Center	Submit to Volunteer Center by email: <a href="mailto:ljack@volunteernow.org">ljack@volunteernow.org</a> or fax to 573-3380	Provides promotional flyer and table tent PDF templates on website
Promote restaurant to your donors, volunteers and Human Race participants (use flyer)	Promote <i>Restaurant Week</i> to your patrons (use flyer on Human Race website)	Collect contributions from restaurants by May 12th
Encourage partner restaurant to walk with you on Race Day	Send contribution with <b>required form</b> to Volunteer Center by May 12 <sup>th</sup>	Facilitate distribution for <i>Restaurant Week</i> fundraising to nonprofits as defined by Human Race procedures

**Deadline is APRIL 1<sup>st</sup> for inclusion in Restaurant Week promotional materials**

