

CORE Bounceback Offer Guide

Bounce back offers are an excellent way for restaurants and all types of food and beverage service operations to conduct a meaningful fundraising program that can engage customers and drive repeat business while engaging employees in a program that allows them to help their restaurant industry children in America. A bounce back offer can be good for business, driving return visits and drive fundraising from the generosity of your customers, while they receive something of value in return. It's a wonderful give and get fundraising activity that drives meaning and purpose.



INSPIRING HOPE

Learn more at coregives.org

INSERT LOGO
HERE

Donate \$ (insert dollar amount) or more to help restaurant employees with children facing a health crisis or natural disaster, and you will receive (insert offer: free cookie with meal purchase, \$5 off a meal purchase of \$25 or more, BOGOF offer, etc.) on your next visit (insert dates that the coupon can be redeemed).

Offer good [insert promotion dates]

Funds raised support CORE:Children of Restaurant Employees and their mission to provide financial support to food & beverage service employees with children when facing a qualifying circumstance.





CORE Bounceback Offer Guide (cont.)

A bounce back can be tailored to meet your unique business objectives. You can leverage a bounce back offer to:

- Launch an LTO
- Introduce a menu feature, new or seasonal menu items.
- Increase orders of a select menu item, menu category or to drive overall sales.
- Drive repeat business and build customer loyalty.
- Designate the return offer on specific dates or for a certain time of year.
- Build community good will that you are helping restaurant employees with children in operations across the country when life does not go as planned and they face a health crisis, death, or natural disaster.
- Create employee pride that they are helping their peers and our industry's children.
- Team building opportunity to engage employees around a cause to help others and reach a goal together.
- Celebrate team members for their fundraising success to help families in our industry.

How to Create a Bounce Back Offer:

Collaborate with your internal team to identify the type of offer that works best to meet your business objectives.

The first step is to determine the offer and establish a goal. Select and customize one of the following ideas or design an offer to meet your overall business objectives. Each offer is intended to be something the customer will receive with a future purchase, to drive revenue and return business, growing residual sales.

- Provide a complimentary menu item (appetizer, soup, dessert or nonalcoholic beverage) on their next visit.
- Dollars off a future meal
 - (i.e.: Donate \$5 and receive \$5 off your next meal purchase of \$25 or more).
- Free children's menu item with the purchase of an adult menu item.
- BOGOF offer for a menu item or discount of a menu item.

A bounce back offer provides a great opportunity to work with your suppliers. You can request a product donation or discount to feature their product in the offer that can drive sales. You can integrate a robust marketing/communications plan to promote the product that is an incentive for customer donations in all communications that can include: POP, emails, social media and a press release announcing your fundraising promotion.



CORE Bounceback Offer Guide (cont.)

For multi-unit brands, encourage your Executive Team to send out e-communications or a video recording to the entire organization announcing your brand's participation and fundraising goals. Challenge each team (e.g. store teams, headquarters, department, division, etc.) to meet these goals in creative ways and provide incentives for the person, manager, department, region or store that raises the most funds. You can also post the fundraising thermometer, located on the Exclusive Partner Resource Center, online, in stores and in offices to gauge the programs success.

Better Business Bureau Guidelines for Cause Marketing:

CORE recommends that you follow the [Better Business Bureau guidelines](#) for cause marketing and customer facing promotions. This will provide greater transparency and help customers better understand your cause marketing promotion and how it supports CORE.

A best-in-class promotional message includes all of the following information:

- The charity name.
- The specific portion or dollar amount of the product purchase price that will benefit CORE.
- Campaign dates.
- Any maximum or guaranteed minimum contribution amounts.

Example of Correct Usage:

- \$1 will go to CORE: Children of Restaurant Employees for every _____ purchased in the month of April, up to a maximum of \$100,000.
- For each t-shirt sold through May 2023, \$5 of each shirt sold will be donated to CORE: Children of Restaurant Employees (if there is no maximum).

Example of Incorrect Usage

- 50% of profits from the sale of this product will be donated to CORE: Children of Restaurant Employees'. ("Profits" is not transparent and campaign duration is missing.)
- XYZ Corporation will donate money to CORE: Children of Restaurant Employees in the month of May. ("Money" is not transparent and description of product/action that triggers donation is missing.)
- Your purchase of _____ will benefit CORE: Children of Restaurant Employees. (The offer is not transparent; donation amount is not included, and campaign duration is missing.)

The Better Business Guidelines can be found at

<https://engageforgood.com/better-business-bureau-standards/>



CORE Bounceback Offer Guide (cont.)

Promotion Time Period:

You can choose the time of year on your marketing calendar that works best for you. You also have the option to participate during a CORE annual campaign:

- April: Inspiring Hope
 - Activate a promotion that can inspire hope to restaurant employees with children when they face a health crisis or natural disaster.
- November: Serving Up Hope
 - Activate a promotion to Serve Up Hope to restaurant employees who serve us everyday and have children who face a health crisis or natural disaster.

Supporting the Business Case by Tracking Results:

Bounce Back offers can have measurable results.

- Include a unique tracking code for the offer for data reporting.
- Assign a specific POS button for the donation.
- Extract daily or shift sales each day and report the results.
- For multi-unit or multi-location operations, report sales per location, region, or state in an internal and shareable dashboard.
- Utilize the CORE fundraising thermometer or create one for your company to display in the back of the house that tracks daily donations and sales.
- Post results by the door to your F&B operation, so guests can see the daily results and success of the promotion, thanking them for their support.

Partner Resource Center:

CORE provides a fully stocked resource center to help you with each phase of planning, implementing and celebrating the success of your fundraising promotion. Assets include, template press releases, customizable POP, employee training guides and posters, social media posts, content, images, grant stories and more.



CORE Bounceback Offer Guide (cont.)

Crafting the Bounce Back Offer:

Operators can create your own bounce back offer or customize the CORE Bounce Back offer template placed on the Partner Resource Center. We suggest providing the file to your designer to customize based on your specific fundraising promotional offer. Be sure to include the following details:

- Restaurant/Operator brand name
- Restaurant/Bar/ logo
- The offer
- CORE logo and website
- Bounce Back offer redemption dates.

Once your bounce back offer POP is designed, please send the file and all communications to Kristine for review and approval. Please allow at least 5 business days for review and approval before sending to your printer: Kristine@coregives.org.

Suggested Language:

Determine the suggested donation amount for the coupon. For example: "For a donation of \$1 or more, receive a free brownie with meal purchase on your next visit. Expiration date: <insert month, day and year> Thank you for your support to help restaurant industry children when they face a health crisis or natural disaster.

Employee Talking Points:

Host:

- Thank customer for their visit to _____.
- Tell customer your restaurant is supporting Children of Restaurant Employee's Inspiring Hope campaign to raise funds for our industry's children when they and their family face a health crisis or natural disaster.
- Tell customer to ask their server about your promotion or offer.

Server:

- Welcome customers and Introduce yourself
- Tell customers...



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- *(Restaurant/bar name) is participating Children of Restaurant Employee's Inspiring Hope campaign to raise funds for our industry's children when they and their family face a health crisis or natural disaster.*
- *Tell them about the offer.*
 - *(This month, This April, This week, Today) The offer (i.e.: for every glass of ___ we will donate \$X to CORE, for every donation of \$5 or more, you will receive a coupon for a future visit to take \$5 off a meal purchase of \$25 or more, etc.)*
- *Deadline for redeeming the coupon: Be sure to redeem the coupon (insert time period or deadline date)*
- *More than 55% of people that receive a CORE grant are single moms, a CORE grant may provide funds for medical needs, cover rent/mortgage, utilities or help them get back on their feet if they lose their home due to a natural disaster.*
- *Thank them for their support!*

If your restaurant is matching customer donations, remind customers that their donation will go twice as far because the restaurant is matching it.

Employee contests and Incentives:

Create interactive employee contests and celebrate those that raise the most funds.

- Recognize the employee in line up and in corporate communications.
- Give the winner a day off from work.
- Provide incentives to top winners that can include: a free meal, movie/event tickets, gift cards.
- Invite the top sales employee to attend a check presentation to the charity.
- Have the GM work one shift for the winning employee.
- Send the employee to your annual conference and provide recognition at the event.
- Provide the employee with the schedule of their choice for a week.

In addition, incent managers who raise the most with one of these:

- Incorporate the promotion in the bonus structure.
- Provide the manager with the Presidential Suite at your annual conference and an upgraded welcome package.
- Recognize the manager at your annual conference.



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Coupon Promotion:

- To promote this event, post materials (entrance posters, table tents, check inserts, inserts for to-go bags, counter signs, etc.) at least one week before your promotion. Add the POS donation button to the system, one week before the program launch.

In addition:

- Be prepared for guests who want to make an early donation.
- The CORE Partner Resource Center also includes: a customizable press release and social media content to inform the local media and loyal customers of your CORE promotion.
- Post, tweet, blog and email your network, inviting them to help you meet your fundraising goal.
- Follow CORE and “Like” us on Facebook, Instagram and follow us on Twitter.
- Copy @coregives when you post on social.

Thank you for helping restaurant employees with children that face a health crisis, death, or natural disaster. CORE, founded to provide support for our industry’s children when life does not go as planned and their family faces the challenges of a qualifying circumstance. Together, we can help employees in our industry.

www.coregives.org