



STICK A FORK IN CANCER

How Can We Help? Tips to Make Your Event Night Successful!

We are looking for restaurants not as participants, but as partners. Getting involved with your event will bring more success for your organization, as well as ours. Here are easy ways your team can help:

Promote your event in advance:

- Hang Posters, pass out flyers, and set up table tents (all provided) up to a month prior to your event night.
- Up to a month in advance, inform your staff of the details of the event: date and times, percentage being donated for each sale, how the American Cancer Society uses the funds raised.
- Use social media messaging, created posts, and Stick a Fork in Cancer logo (all provided) to advertise your participation and promote the event prior to and on the day of your event.

Encourage and excite your staff:

- Get staff excited about doing something good for the community! Encourage them to spread the word to customers of your partnership with the American Cancer Society and ask customers to return and participate in the event.
- Remind the staff working during the event to track participating customers and thank them for participating.
- Celebrate you and your staff's involvement in joining the fight against cancer!

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