

# CASA OROZCO

*We do fundraising right and easy*

Dear fundraiser coordinator,

That's right, if you are reading this then that means you are interested in coordinating a fundraising event here at Casa Orozco. You should be very proud of yourself! You should be commended and we are sure your efforts will be greatly appreciated by your organization. But please don't feel daunted by this task as we at Casa Orozco make it easy to create a fun and profitable event.

Casa Orozco is always happy to help the local community by offering our award-winning restaurants as venues for so many local fundraisers. From school organizations like PTA's, athletic boosters, and school clubs to national and local charities to little league sporting organizations we have assisted myriad organizations and groups and clubs over the years.

Here's how it works:

- You already completed step one—you have visited our website and clicked on the fundraising link!
- Secondly you must contact either Jesus Orozco for our Dublin location or Luis or Carlos Orozco for our Livermore location, to pick a date for your event. We suggest **at least** a three week lead time as to properly promote your event. Once we trade email addresses the rest is a breeze.
- Then you must create a flyer for your event with all the relevant information like; date of the event, organization name in the header of the flyer as well as below the dotted line (a sample flyer is included with all the necessary elements your flyer needs. Just tweak it to make it relevant to your event.)
- Email a copy of flyer back to us for approval.
- Once approved, promote, promote, promote your event like crazy. Make use of social networks such as facebook and twitter. (please have a link of your flyer available for this type of marketing) Email blast three weeks, then two weeks then one week then one day before and finally the day of your event. It sounds like overkill but this is the single-most effective thing you could do. Make sure the flyer is sent along with your email blasts as an attachment with instructions to participants to print and bring in on day of event. Try to get outside organizations with large, relevant email lists to forward your blasts such as school staff (room moms are amazing resources!), teachers, inter-organization email list administrators, etc. With each email send the flyer as an attachment. This is critical as each participant **MUST** bring in the flyer on the day of the event! Don't forget posters in schools (get permission first) signs, word of mouth etc. We could also, at absolutely no cost to you, get KKIQ to run a PSA (public service announcement) as long as you have set up a publicly accessible link to your flyer. This is not as hard as it sounds.

## **NOTE!**

**On day of event it is absolutely prohibited to do the following:**

- Use a coupon, discounted gift card or other promotion with any sales associated with the event.
- Pass out flyers in our parking lot, at our front door or to any Casa Orozco patron who is not associated with the event.

That's it. Get started and let's have a fun and profitable event.

# TIP - A - COP

Join us as Alameda County Sheriff's Office volunteer as  
Celebrity Waiters to raise money to benefit Special  
Olympics Northern California, Eastbay Region and  
enjoy delicious Mexican food at  
Casa Orozco

## CASA OROZCO

Wednesday August 5, 2009  
11:00am – 9:00pm  
7995 Dublin Blvd.  
Dublin, CA.  
925-828-5464

Good for dine-in or take out only, includes lunch and dinner  
(not applicable to deliveries or catered events)  
Check out our menu at [www.casaorozco.com](http://www.casaorozco.com)

Casa Orozco will staple your receipt to the bottom portion of this flyer and give  
Special Olympics Eastbay Region 15% of event-generated sales  
(Includes food, beverages and take-out)

For more information about Special Olympics Northern California, Please contact  
Wendy Shipley at 925-944-8801 ext. 222, or visit our website at [ww.sonc.org](http://ww.sonc.org)

.....  
Enjoy fabulous Mexican food and  
help support Special Olympics!

Present this flyer and  
Casa Orozco will donate 15%  
of event-generated sales to this  
event.

**No coupon, discounted gift  
card or other promotion can be  
used with this sale!**

## CASA OROZCO