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PRISMS FUNDRAISER

PANCAKE BREAKFAST/BRUNCH

1. Determine your location

Suggested Locations That Fit Profile (service/mission oriented, family friendly, has facilities and support)

Contact local facilities to see if they would be willing to donate their space and if what they have meets your needs. If so, they will need to add it to their calendar of events.

- Churches
- Masonic Lodges
- Willing to Donate Space

Location Considerations

Specifics to ask when confirming the space

- Adequate Seating Space (how many people/tables can the space hold)
- Adequate Kitchen Space
- Tables and Chairs Available
- Cups, Flatware, Dishes, Pots, Pans, Dishwasher etc. Available

2. Determine your cost per meal/ticket

Food Cost and Ticket Costs

Should be able to charge 3-4x your food cost per person (if you shop well)

Pancake Breakfast (suggested menu below) about \$1.50 food cost per person – Charge \$5-\$7 (Offer reduced price if ticket price if tickets are purchased in advance \$5.00 – that way you will know about how many to prepare for. Increase ticket price for tickets purchased at the door \$7.00. Offer discounted ticket price for kids \$3.50)

3. Marketing and ticket sales

Advertise and sell tickets in advance!

At 3 weeks prior to you event, create posters, advertise using social media like FB to promote your breakfast. Share information with friends, family, and neighbors through email. If you hare holding it at

a church, ask them to promote it through their weekly emails, newsletters and bulletins. Put posters on local bulletin boards at coffee shops or grocery store.

4. Volunteer Roles

At 3 weeks prior, create a volunteer sign up (can be paper or sign up genius or something similar) to generate some help for the event. You will need help for the following:

- Marketing and Ticket Sales – 3 weeks in advance of breakfast
- Set Up / Clean Up – day of
- Shopping – one week prior
- Food Preparation
- Serving Tables
- Entertainment?
- Guest Speaker?

5. Create your menu/shopping list

Pancake Breakfast Menu/Grocery List

Three weeks prior to your event, ask for donations and have them arrive one week prior to your event.

When asking for donations, have your request be an easy one for people to provide you with. Perhaps you can ask people to donate pancake mix, syrup, applesauce and coffee. Be sure to be specific if you want a certain item. You could also ask people to donate cash toward purchasing supplies for the breakfast. It would be best to not ask for donations of the refrigerated items or sausage as you will want to purchase that just prior to the event to ensure freshness.

- Dry Mix Pancakes
- Sausage Links or Patties
- Butter
- Syrup
- Milk
- Coffee, Creamer, Sugar
- Orange Juice
- Apple Sauce

6. Shop for supplies

Shopping Locations

At about 2 days prior to the event, shop for supplies. By this time, you will have donated items and know what additional supplies you need.

Good – Walmart

Better – Sams Club / BJ's Wholesale / Costco

Best – Aldi

Ultimate - Donations

7. Think about your set up

If your goal is to raise money & create Awareness – Buffet Line

If your goal is to raise money, create awareness & build relationships – Table Service (keep in mind that this may require more volunteers)

Map out how the event will flow. Where will the enter to pay or give ticket? What happens next – seated or buffet line? Will you have a drink station or serve drinks at the table? Create a plan for how the traffic will flow and provide training for the volunteers on what to expect.

8. Things to keep in mind

Profit Killers

Renting Space, Tables, Chairs

Using Throw Away Items – Cups, Paper Plates, Plastic Flatware, etc

Buying Pre-Made Food

- Salad in a Bag vs Make Your Own with heads of lettuce, bag of carrots, tomatoes, etc..

Drinks Like Soda or Bottled Water

- Serve tap water, lemonade, ice tea, coffee

Food waste – sell tickets in advance to get a rough head count, sell carry out tickets, accept people at the door, but charge more

Improve Profit By...

Getting location donated

Use and wash real dishes, etc

Ask for food donations, but pick the simple items and be specific on brands, size, etc

-Boxes of spaghetti, Baked Desserts, etc

Accept and Encourage Tips for Table Service

Advertise as “Free Meal”, suggest the Donation Amount – risk in not having up front head count

General

Provide information about SMS on the tables to increase awareness

Have background music to better the mood

Decorate the tables with simple centerpieces

Consider sharing any left overs with a local food bank, soup kitchen or shelter

Here are some ideas on how to promote your Pancake Breakfast/Brunch:

E-Mail a flyer	E-mail a flyer to your distribution list. Try to include anyone in the area that may be able to attend your event
Post on Social Media	Post the flyer on your Facebook, Twitter and Instagram and even local Facebook community sites and request that it be posted on the PRISMS Facebook page. Encourage friends to share the information
Share on your Website	Request that PRISMS share information about your fundraiser on the PRISMS website.
Print, Post and Pass Out Flyers	Post flyers on community boards in common and community areas.
Questions	Contact Casey Gorman at cgorman@prisms.org

Here is a sample invitation letter to share on via email or social media:

Hello _____,

In an effort to raise awareness for PRISMS (Parents and Researchers interested in Smith-Magenis Syndrome) we are planning a Pancake Breakfast/Brunch!

Here are the details:

Location: _____

Date: _____

Time: _____

Cost: _____

We hope that you are able to attend! If you aren't and would simply like to make a donation, you can do so by going to our website www.prisms.org and clicking on the tab "Donate Now" at the bottom of the home page.

PRISMS is a non-profit organization dedicated to providing information and support to families of persons with Smith-Magenis Syndrome (SMS), sponsoring research and fostering partnerships with professionals to increase awareness and understanding of SMS. Our Federal Tax Identification Number is 54-1652029.

Thank you for your time and we hope to see you there!

Here is a sample letter to share with local stores, friends and family:

Dear _____,

We are in the process of planning a Pancake Breakfast/Brunch to raise awareness for PRISMS (Parents and Researchers interested in Smith-Magenis Syndrome). I'm writing you this letter to request food donations. We would greatly appreciate anything you are willing to donate and would be happy to coordinate a date and time to pick up the donations.

Here are the details:

- Dry Mix Pancakes
- Sausage Links or Patties
- Butter
- Syrup
- Milk
- Coffee, Creamer, Sugar
- Orange Juice
- Apple Sauce

For more information about PRISMS, please see our website at www.prisms.org. In addition, if you would like to donate to PRISMS, you can do so by going to our website www.prisms.org and clicking on the tab "Donate Now" at the bottom of the home page.

PRISMS is a non-profit organization dedicated to providing information and support to families of persons with Smith-Magenis Syndrome (SMS), sponsoring research and fostering partnerships with professionals to increase awareness and understanding of SMS. Our Federal Tax Identification Number is 54-1652029.

Thank you for your time and we hope to hear back from you.

Sincerely,

Here is a sample of a thank you letter to send to stores, family and friends and volunteers for their help in making the Pancake Breakfast/Brunch a success:

Dear _____

I wanted to personally thank you for your time and effort to assist us with the PRISMS Pancake Breakfast/Brunch. We appreciated your help and wanted to let you know that we raised \$_____. Those funds will assist PRISMS in ongoing research of Smith-Magenis Syndrome. Without your help, this wouldn't have been possible!

Thanks again for your time and assistance!

Sincerely,
