



CHARITY INITIATIVE

OVERVIEW:

Local restaurants will donate one entrée for every four entrées purchased from their restaurants. Certificates will be distributed to those in need through select organizations

OBJECTIVE:

The objective of this program is two-fold. First and foremost, to provide hot meals for those in Hays County who need them most. Second to create more awareness, goodwill and traffic for restaurants participating in this worthwhile cause. This program is open to restaurants and other food and beverage providers that meet the following recommendations listed below.

PARTNERS: Partners are selected based on the resources and direct access to families in need within Hays County. Current partners include:

- Hays Consolidated School District (HCISD)
- Hays County Food Bank,
- San Marcos Youth Council (SMYC)

PROGRAM GUIDELINES: Each participant is expected to agree and adhere to the following:

MENU

1. Participants will donate one entrée for every 4 sold.
2. Each participant has the flexibility to determine the entrée and/or menu item to be sold and donated through the program.
 - a. A limited menu with lower cost entrées is recommended for the donated entrée to reduce the percentage of costs. The goal is to stay within the equivalent of a 10% to 15% discount.
3. Consumers will not be allowed to use or combine any pre-existing coupons/discount offers with this program. The four entrées required to earn the FREE entrée are at regular price

TRACKING AND REPORTING

1. While this is essentially a 4 for 1 offer, it is accumulative. In other words, each participating restaurant must have a system in place to track the number of entrées sold each day; then divide by four to determine how many entrées they will donate.
2. Numbers will be reported using a Google Sheet every Monday for the previous week's sales. While we will depend on an honor system between all participants, each restaurant should be able to confirm the number of entrées sold vs the number donated.
3. The Kyle Area Chamber of Commerce will manage the Google Sheet and update the tally of donations each week.

CERTIFICATES OF DONATION

1. A "MEALS 4/1 AND ALL" certificate will be created for each participating restaurant.
 - a. Business information: Logo, address, phone number.
 - b. NO DELIVERY
 - c. Expiration date: To be determined – recommended it be extended
2. The Kyle Area Chamber of Commerce will email the certificates (based on the count provided by participant) to partners for distribution to families each week.

MARKETING / BRANDING:

1. The Kyle Area Chamber of Commerce is creating a MEALS 4/1 AND ALL web page
 - a. Guidelines of program
 - b. List of participating restaurants and food and beverage providers
 - c. List and information about partners
 - d. Area for interested parties to register to join the program
 - e. Graphics to identify the number of entrées donated to date (to be updated weekly)
2. MEALS 4/1 AND ALL Facebook page: The Facebook page will duplicate the information on the web page and will allow comments and posts from participants and possibly consumers.
3. Window decals/posters: Each participant will be encouraged to place a poster in the window to identify their participation in the MEALS 4/1 AND ALL program.
4. SOCIAL MEDIA: Pre-designed graphics will be made available for participants to use on social media platforms such as Facebook, Twitter, Instagram, etc.

LENGTH OF PROGRAM:

1. A 3-month commitment is requested (not required) as the program is launched and will be measured.

2. Expiration dates may vary as we gauge the participation and the redemption of the certificates.
3. The potential for growth and sustainability is high, throughout Hays and other counties, possibly the state. Could become an annual campaign.
4. Participants will have the option to opt out at any time.

PROGRAM LAUNCH AND MEDIA OUTREACH:

1. Formal press releases will be distributed to major media outlets
2. The Kyle Area Chamber of Commerce, the City of Kyle and partnering organizations are committed to supporting this effort through their media and news partners and resourcing additional communication channels.

THE RESULT:

While the potential for goodwill and increased traffic both during and after the Coronavirus pandemic could be significant, the opportunity for restaurant owners and business leaders to give back to our community during this time of need is a WIN/WIN!

The more restaurants get involved the bigger our impact. Thank you for joining this worthwhile cause!

LET'S CREATE MEALS 4/1 AND ALL!

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