








Feel Good World

FeelGood's Restaurant Program Sign-up Kit

for bold volunteers

-  Restaurant Program Guidelines **(for you)**
-  Restuarnt Program overview **(for restaurants)**
-  What's in it for the restaurant **(for restaurants)**
-  FeelGood overview **(for restaurants)**
-  Commitment/contract **(for restaurants)**



Implement the FeelGood Restaurant Program at a restaurant near you!

FeelGood's Restaurant Program is a great way to raise money for FeelGood's work to create a generation of changemakers and empower them (aka YOU) to end hunger.

While recruiting restaurants to join the program will take your time and TLC in the beginning, the payoffs are big. The first restaurant that added a FeelGood Grilled Cheese to their menu raised over \$3,000 just by donating a % of their FeelGood Grilled Cheese sales to FeelGood! Additionally, FeelGood World will nurture the relationship with the restaurant after you sign them up (unless you want to do the schmoozing of course).

Alright, let's get started because we know you want to raise money and get a lot of bang for your time!

How it works:

- The restaurant adds a "FeelGood" Grilled Cheese to their menu and they can prepare it anyway they like (they can get fancy with the toppings or the simple cheese and bread combo as long as it tastes good!)
 - A restaurant might already have a grilled cheese on the menu and offer to give us a portion of the profits BUT we have to make sure it has the FeelGood name on it...we are looking to create AWARENESS not just raise money...so just ask.
- The restaurant will then choose to donate all or a portion of the profits to FeelGood periodically.
- We supply promotional material for customers so they are knowledgeable as to what FeelGood does.
- The restaurant will be featured on FeelGood's website as well as in any FeelGood articles.

Remember to:

- Explain (briefly) how FeelGood works to end world hunger: By empowering changemakers (college students to become leaders and social entrepreneurs) and investing the student-run profits' in The Hunger Project.
- If you are a member of a FeelGood Chapter, highlight your chapter's activity on campus.
 - Raised \$_____ last year and would like to raise \$_____ this year.
 - Sell _____ days a week! Have _____ members!
 - Sent _____ students to the national Leadership and Hunger Education Summit in NYC
- Re-iterate that this is *EXTREMELY FLEXIBLE* on the restaurants part!!
 - Go into it with the mindset that there is no reason they should say no!

Call backs/follow-ups*

- In some cases, the restaurant may keep your folder and ask if they can contact you after they have looked it over. This is great...unless they never get around to calling you back. When this happens it is ok to make a call or stop by just to let them know you haven't forgotten about them!

If a restaurant says YES!

- Follow up with them immediately with a thank you
- Email or drop off 2 copies of the Statement of Commitment, is provided at the end of this packet.
- When the commitment has been signed, keep a copy on your file and they get to keep one too. We encourage the restaurant managers to invite all their staff to sign the commitment letter!
- After this, FeelGood world will mail the restaurant a packet with the materials: decals, "thank you" cards for their costumers, table cards, etc.
- At the end of every month, you will receive an email with the total money your restaurants have raised to grow the FeelGood movement.



Feel Good World

Support local college students to become social entrepreneurs
and take action against world hunger

HOW THE RESTAURANT PROGRAM ROLLS

The FeelGood Restaurant Program is a partnership between restaurants and FeelGood World to raise money and awareness for the sustainable end of hunger.

1. Add a **Gourmet Grilled Cheese Sandwich** to your menu (from our menu variety, or your restaurant's creation!)
2. Place the promotional materials we'll send you on some of your tables or counter to explain to your costumers what the Grilled Cheese is all about.
3. Every costumer who buys a Grilled Cheese will receive a card with hip, educational information about the most successful sustainable and gender-focused programs designed to end world hunger.
4. At the end of every month send a check to FeelGood with the % of Grilled Cheese profit you have set and invest in the empowerment of a new generation of socially responsible leaders and in the sustainable end of hunger!





Feel Good World

feel good

FeelGood Restaurant Program

WHAT'S IN IT FOR YOUR RESTAURANT?

By participating in the FeelGood Restaurant program you are making a statement to your customers, employees, community and world that 20,000 members of our human family dying every day because they lack the opportunity to be self reliant, is not okay. Further you will be significantly contributing to sustainable solutions in both resources and awareness.

Your participation will give you exposure both locally and nationally, and is sure to cultivate loyalty with both your customers and employees. And remember, 100% of your donation is tax deductible!

Social Responsibility Label

- Create a stronger connection with costumers by becoming an innovative, socially responsible business.
- Doing good, feels good and looks cool!

Tax Deductions

- As a 501c3 non-profit organization, all monetary or in-kind donations to FeelGood are TAX DEDUCTIBLE.

Marketing and Promotion

- Featuring a FeelGood grilled cheese will create more costumer traffic and awareness.
- FeelGood will provide you with marketing and educational materials for your restaurant and costumers!
- Mention, description and link of your company on our website (www.feelgoodworld.org).

Media attention

- Future media presence in local and regional newspapers.
- FeelGood's blog and website

Strong Community Bond

- Your restaurant will be a space for the community to bond around delicious healthy meals, and a friendly and effective education campaign to communicate effective solutions for the end of world hunger.

Customer Loyalty

- Costumers will keep coming back and fall in-love with your restaurant, because not only is it delicious but also empowers them to make a difference with their dollars



Feel Good World

FeelGood; be a part of the change!

Investment vs. Donation: When you give to FeelGood, you are investing in our youth, our human family and a future free from hunger. The return? A better world for you, your children, and all life.

FeelGood believes that money can be a beautiful expression of our human dignity and deepest desires to powerfully participate in building a better world. We are committed to making FeelGood a leveraged opportunity for such an expression. That is why we have created a social investment strategy that is tangible, transparent and integrated for ultimate impact. For every \$1.00 invested in FeelGood programs, students generate \$1.20 for the end of hunger.

How FeelGood Works



The mission of FeelGood™ is to transform students into skilled, life-long social entrepreneurs—“changemakers” who are ready to respond to the world’s most pressing issues in innovative, strategic and compassionate ways.

Two interwoven and synergistic initiatives are at the heart of the FeelGood Mission: **The FeelGood Changemaker Academy** and the **FeelGood Deli**.



The **FeelGood Changemaker Academy** is the educational heart of the FeelGood process. Students develop a core set of social entrepreneurial skills while forging a deep connection to each other, to their community, and to the world at large—all of which are essential to becoming a lifelong agent of positive change. The FeelGood Changemaker Academy is delivered in a variety of interrelated and interactive peer-to-peer learning environments that engage students in a series of explorations around three areas essential to their development as changemakers: global citizenship/personal growth, empowerment models of development, and social entrepreneurship.



The knowledge and skills gained in the Academy are immediately put into practice at the **FeelGood Delis**, where students develop the practical, hands-on skills necessary to run a business, launch effective educational campaigns, and initiate substantive dialogue about the root causes of and solutions to poverty, and our responsibilities as global citizens.

As a result of Academy training, FeelGood delis consistently generate a return on investment of 20 to 400 percent annually, all of which is invested in organizations eradicating global poverty using empowerment-based models of development.

Invest in Changemaking Actions:

You can now invest in specific changemaker actions that give FeelGood students the necessary skills of a changemaker! How? By making a monthly investment in Cheese World. Cheese World is FeelGood’s innovative, online incentive program whereby students are able to earn virtual “cheese points” for the completion of the Changemaker Journey and associated Changemaker Challenges. These points can be cashed in for products and travel opportunities relating to chapter needs and objectives. To Learn more visit us at www.feelgoodworld.org/invest

offline: creating changemakers one GRILLED CHEESE at a time. ♥ online: creating changemakers one CHEESE POINT at a time.

Promotional Materials for your restaurant

TABLE TENT: OPTION 1



TABLE TENT: OPTION 2



CHECK CARD TAKE AWAY





Feel Good World

Our FeelGood Commitment

We, at _____ are deeply committed to a world free from hunger and to the development of a generation of changemakers.

Our 2010 commitment to the world is to join FeelGood's Restaurant Program, by adding a *gourmet grilled cheese sandwich* to our menu.

We will donate to FeelGood, _____% of the sales of our FeelGood Grilled Cheese at the end of every month as an investment for a more complete humanity.

We believe in the power of chain reaction. With our commitment we are empowering the work of college students in the US to run non-profit delis. At each deli, FeelGood students will raise money and awareness for the end of hunger, while simultaneously engaging their generation to become socially responsible leaders and global citizens.

We believe in the power of a grilled cheese to end world hunger in our lifetime.

With Love and Hope for the World,



Feel Good World

Contact Information

Restaurant:

Contact:

Address:

Phone:

E-mail:

Website

To donate to FeelGood I prefer to:

Mail a check to FeelGood's HQ at the end of every month

Please pick up the check at the restaurant at the end of every month

FeelGood

FeelGood Ambassador:

Phone:

E-mail:

Please make checks payable to:

FeelGood, LLC
2935 Van Ness Ave Ste. 9
San Francisco, CA 94109

www.feelgoodworld.org

TIN: 76-0765873 (100% of your donations are tax deductible)