



# FRICANO'S GIVES BACK

A PROGRAM TO HELP LOCAL NON-PROFITS.

## MONDAY NIGHTS 5-9:30PM

Fricano's Gives Back Program is designed to help local non-profits, churches, social groups, schools, and individuals (defined as "organizations") with legitimate fundraising needs by providing a percentage of total sales from Fricano's Muskegon Lake on an assigned night "given back" to organization.

If you are interested in participating in the Fricano's Gives Back Program **please fill out the form below and return it at least 8 weeks prior to event.**



**FRICANO'S  
MUSKEGON LAKE**  
— AT FRICANO PLACE —

Return to: Event Coordinator

Mail: Fricano's Muskegon Lake  
Attn: Event Coordinator  
1050 W. Western Ave.  
Muskegon, MI 49441

Email: [Events@fricanoplace.com](mailto:Events@fricanoplace.com)

Fax: 231.722.2601

Date Applying: \_\_\_\_\_

Date of Event: Monday, \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Who to make the check out to? \_\_\_\_\_

Address to Send Donation Check: \_\_\_\_\_

Number of Members of Organization: \_\_\_\_\_

Expected Number of Participants: \_\_\_\_\_

**Some promotional ideas to make your night successful:**

1. Develop a communication plan utilizing multiple methods to communicate with your supporters about the event.
2. Form a Facebook group or invite for the event.
3. Make it a competition between classes/grades.
4. Begin an email chain to inform potential participants.
5. Add the event to your website.
6. Pass out flyers - get people involved!

**Tell us your promotional plan:**

We plan to create a Facebook page or invite:  Yes  No

We plan to create and distribute a flier:  Yes  No

We plan to send an email notification out:  Yes  No

Additionally we will promote the event by: \_\_\_\_\_

For all Gives Back nights, a 20% donation of Fricano's Muskegon Lake sales will be given to your organization. If applicable, a copy of non- profit tax-exempt form may be requested. This program is only offered through Fricano's Muskegon Lake.

All applications are subject to review by Fricano's Staff. Fricano's has the right to accept or deny applications without cause or reason. Fricano's Muskegon Lake has the right to change or discontinue this program at any time.

**SUBMIT FORM »**

