



Smoothies-N-Things

Annual Philanthropy: Event Plan

REVIVE suggests that Smoothies-N-Things partner with Hope for the Warriors for an annual week of fundraising. Hope For The Warriors is an organization that raises money and provides services for the military community, specifically veterans and their families. These services that are provided are crucial for veterans' recovery after serving.

Hope For The Warriors is a great way to give back to one of Smoothies-N-Things key publics, the military community. Since Smoothies-N-Things has locations on many military bases, it only makes sense for Smoothies-N-Things to give back to people who not only support Smoothies-N-Things' business but also the country. Smoothies-N-Things will donate 20% of its proceeds from a week of profits at all of its location to Hope For The Warriors.

Hope For The Warriors Background

Hope For The Warriors was founded by military families who saw firsthand the effects of war on veterans and their families. Hope For The Warrior's mission is "We believe those touches by military service can succeed at home by restoring their sense of self, family, and hope. Nationally, Hope For The Warriors provides comprehensive support programs for service members, veterans, and military families that are focused on transition, health and wellness, peer engagement, and connections to community resources."

Step-by-Step Plan:

1. REVIVE suggests that Darian Clark makes a One Time Donation on behalf of Smoothies-N-Things. Darian Clark can learn more about what type of donation

he wishes to make on behalf of Smoothies-N-Things at this link
(<https://www.classy.org/give/166840/#!/donation/checkout>).

- a. This decision must be made in the beginning of March 2019
(3/1/19-3/7/19)
2. In the beginning of March (3/1/19-3/15/19), Smoothies-N-Things must also make a decision about what the promotional “Red, White and Blue” smoothie will be. This will include determining the ingredients (most likely berry based with whipped cream) and promotional pictures will need to be taken of the smoothie to include in the promotional posters.
3. All Smoothies-N-Things locations will be participating in the week of fundraising. Smoothies-N-Things franchise owners will need to know which posters to hang in their location during the first week of April (4/1/19-4/8/19)
4. All Smoothies-N-Things franchise owners will need to be notified during the second week of April (4/8/19-4/15/19) on how to prepare the “Red, White and Blue” Smoothie.
5. On April 15, Smoothies-N-Things will start to post on social media about the week of giving. On this day, Smoothies-N-Things will also hang the promotional graphics for the event in all locations to start notifying customers about the fundraiser.
6. During the week leading up to the week of fundraising, Smoothies-N-Things will continue to post on social media about its fundraising endeavors.
7. On the week of the fundraising event Smoothies-N-Things must be prepared to have the ingredients to make the “Red, White and Blue” promotional smoothie and make sure all franchise owners and employees know to talk about the fundraising effort with their customers.
8. The last day of the week of fundraising, the total raised will need to be prepared to release to customers on social media on May 10th.
9. Darian Clark will make the donation within the days following the week of fundraising.

*** These step-by-step plans are also defined in the Campaign Schedule***

Social Media Posts for Annual Philanthropy Event:

These posts can also be found in Smoothies-N-Things’ 2019 Social Media Calendar during the months of April and May.

4/15/19	We have some exciting news! During the first week of May, in honor of National Military Appreciation month we will be donating 20% of our proceeds to Hope For The Warriors! #SmoothiesNThings	Photo of people in uniform enjoying food or drink at Smoothies-N-Things	Post at 10 a.m. + boost	We have some exciting news! During the first week of May, in honor of National Military Appreciation month we will be donating 20% of our proceeds to Hope For The Warriors! #SmoothiesNThings	Photo of people in uniform enjoying food or drink at Smoothies-N-Things	Post at 10 a.m. + boost
4/21/19	The Red, White & Blue Smoothie will be coming to all of our locations in honor of our week of raising money for Hope For The Warriors! This smoothie will include _____ (list ingredients here).	Photo of the ingredients that would go into the smoothie	Post at 10 a.m. + boost	The Red, White & Blue Smoothie will be coming to all of our locations in honor of our week of raising money for Hope For The Warriors! This smoothie will include _____ (list ingredients here).	Photo of the ingredients that would go into the smoothie	Post at 10 a.m. + boost
4/29/19	Two more days until our kick off of National Military Appreciation month at Smoothies-N-Things! Get excited to try our delicious Red, White & Blue Smoothie! #SmoothiesNThings	Photo of the promotional Red, White & Blue Smoothie	Post at 10 a.m. + boost	Two more days until our kick off of National Military Appreciation month at Smoothies-N-Things! Get excited to try our delicious Red, White & Blue Smoothie! #SmoothiesNThings	Photo of the promotional Red, White & Blue Smoothie	Post at 10 a.m. + boost
4/30/19	Tomorrow is finally the start of our week of raising money for Hope For The Warriors! Please check out this link to learn more about the Wounded Warriors Project and what they stand for! https://www.hopeforthewarriors.org/ #SmoothiesNThings	Promotional graphic of the week of fundraising	Post at 10 a.m. + boost	Tomorrow is finally the start of our week of raising money for Hope For The Warriors! Please check out this link to learn more about the Wounded Warriors Project and what they stand for! https://www.hopeforthewarriors.org/ #SmoothiesNThings	Promotional graphic of the week of fundraising	Please insert this link into your bio https://www.woundedwarriorproject.org/mission #SmoothiesNThings
5/1/19	It's officially National Military Appreciation month! Join us in celebrating our nation's heroes by going to one of our locations, 20% of proceeds for the entire first week of May will go towards the Hope For The Warriors. #SmoothiesNThings	Photo of military customers at Smoothies-N-Things	Post at 10 a.m. + boost	It's officially National Military Appreciation month! Join us in celebrating our nation's heroes by going to one of our locations, 20% of proceeds for the entire first week of May will go towards the Hope For The Warriors. #SmoothiesNThings	Photo of military customers at Smoothies-N-Things	Post at 10 a.m. + boost
5/2/19	Hope For The Warriors provides services to military veterans and their families. Consider visiting one of our locations this week to raise money for Hope For The Warriors. #SmoothiesNThings	Photo of an American Flag from one of the Smoothies-N-Things locations that is located on a military base	Post at 10 a.m. + boost	Hope For The Warriors provides services to military veterans and their families. Consider visiting one of our locations this week to raise money for Hope For The Warriors. #SmoothiesNThings	Photo of an American Flag from one of the Smoothies-N-Things locations that is located on a military base	Post at 10 a.m. + boost
5/4/19	Smoothies-N-Things provides dining options for multiple military bases across the country including __, __, __. Join us in celebrating our veterans and those currently serving by visiting one of our locations. #SmoothiesNThings	Photo of military customers at Smoothies-N-Things	Post at 10 a.m. + boost	Smoothies-N-Things provides dining options for multiple military bases across the country including __, __, __. Join us in celebrating our veterans and those currently serving by visiting one of our locations. #SmoothiesNThings	Photo of military customers at Smoothies-N-Things	Post at 10 a.m. + boost
5/6/19	If you haven't had a chance to visit one of our locations this week, tomorrow is the last day that you will be able to help us raise money for Hope For The Warriors! #SmoothiesNThings	Smoothies-N-Things supports military graphic	Post at 10 a.m. + boost	If you haven't had a chance to visit one of our locations this week, tomorrow is the last day that you will be able to help us raise money for Hope For The Warriors! #SmoothiesNThings	Smoothies-N-Things supports military graphic	Post at 10 a.m. + boost
5/7/19	Today is our last day of raising money for Hope For The Warriors and the last day we are serving the Red, White & Blue Smoothie! You don't want to miss it! #SmoothiesNThings	Picture of customers with the Red, White & Blue Smoothie	Post at 10 a.m. + boost	Today is our last day of raising money for Hope For The Warriors and the last day we are serving the Red, White & Blue Smoothie! You don't want to miss it! #SmoothiesNThings	Picture of customers with the Red, White & Blue Smoothie	Post at 10 a.m. + boost
5/10/19	During the first week of May, in honor of National Military Appreciation Month all Smoothies-N-Things locations raised \$___ for Hope For The Warriors. Thank you to all of our customers for making this possible. #SmoothiesNThings	Picture of smiling employees standing together	Post at 10 a.m. + boost	During the first week of May, in honor of National Military Appreciation Month all Smoothies-N-Things locations raised \$___ for Hope For The Warriors. Thank you to all of our customers for making this possible. #SmoothiesNThings	Picture of smiling employees standing together	Post at 10 a.m. + boost