



Think **Pink on Purpose** Program for Restaurants

Want to boost sales, increase weeknight patronage all while supporting a great cause and your community? We have the answer; **Pink on Purpose** for Alight. It's just that easy, host an "*Alight Night Out*" at your restaurant today!

Ways you can give back:

- 15% Percent of sales for a predetermined evening
- 15% of total sales for a certain month of the year. (Doesn't have to be October although that is breast cancer awareness month)
- \$1 donated for every entrée sold during a month.

Get Started – once you've decided how your restaurant will show support:

- Nail down the date of the event (time frame – one night, one month).
- Decide how you are going to give back (what are the terms of the promotion).
- Designate someone on your team to be in charge of promotional materials.
- Fill out the Alight event form and return to Jennifer Shoffner at jennifers@alightfoundation.com
- Start promoting!

Additional ideas to do during the promotion:

- Create a special pink drink.
- Have a "pink" menu or select specific menu items to highlight.
- Have wait staff wear pink or a pink ribbon on the day of the event (if it's just one night).
- Display information about Alight and the promotion at each table prior to the event.
- Have a friendly competition with your wait staff on who sells the most pink drinks.

What will Alight do:

- Promote the event and your establishment on our website
- Promote the event and your establishment on our Facebook page.
- Promote the event at the Cone Health Cancer Center.
- We can have someone come out and talk to your staff about the organization and what we do.

Donations:

We encourage donations to be sent as soon as they are collected.

Mail checks to:

Alight Program at Cone Health Cancer Center
c/o Office of Institutional Advancement
1200 N. Elm Street • Greensboro, NC 27401