

# Marketing Toolkit

To Our Fabulous Gentlemen:

On behalf of the Samaritan Counseling Center, thank you for supporting us! We deeply appreciate your generous giving of time and talent to make our second **50 Fabulous Men Who Cook** fundraiser successful. This marketing toolkit is to assist you in meeting your \$1,000 fundraising goal from now through event day. **During the event, guests will be able to tip you via their Smart phones.** Questions? Email [bhealey@samaritancounseling.net](mailto:bhealey@samaritancounseling.net) or call 412-741-7430 x404.



## Corporate Gifts

We appreciate your taking the time to speak to your business partners and vendors about sponsoring you. Or, you can opt to meet your \$1,000 goal through your own corporate or personal donations. [DONATE NOW](#).

## Solicit Tips through Online Promotions

### POST TO YOUR SOCIAL MEDIA PAGES

#### IN ALL CORRESPONDENCES, BE SURE TO:

- Include the **event site** [LINK](#) and **Cook ID #** in your posts and tweets.

#### IDEAS FOR ONGOING FACEBOOK/TWITTER POSTS:

Did you know I am 1 of 50 fabulous men who cook...?

Tipping me will support a wonderful charity...

My (*name of your dish*) is to die for and you can help me win...

(*Competitor*) is ahead of me. This cannot happen!

Guys, I seriously want to win. Show me the money!

## Request Our Custom Designed Image File

Samaritan will design a JPEG file for you to post on Facebook, etc., that includes your photo and promotional content.

## Forward Samaritan's Email Blasts to Your Contacts

**Let us do the talking.** Forward the email promotions you will receive from us to your contacts.

## Send Emails from Your Own Account

**SAMPLE VERBIAGE:** I'm involved in a fun competition for charity. As one of 50 FABULOUS MEN WHO COOK, I will be cooking and serving (*name of dish*) at the Sewickley Heights Golf Club on Saturday, November 4<sup>th</sup> from 6:30-9 p.m. I'd love for you to come. The cost is \$50 per person. [REGISTER NOW](#) If you are unable to attend, I would be grateful if you would help me win. You can do that by tipping me. The process is fast and easy—click [HERE](#) to set up an account. After that, click on the "Tip" tab. I am Cook # (*insert your three digit ID number*); click on my name or photo, enter any tip amount you wish, then click submit. Your tip is tax-deductible and will benefit the Samaritan Counseling Center. Thanks for your support!

## Display Promotional Flyers

Make available to your staff, neighbors, friends, associates. Click [HERE](#) to download. Print your name on the flyer.

## Shop Owners

### Do you own a retail shop? Do you have opportunities to reach customers face-to-face?

- Place promotional flyers in view of customers.
- Put out a Tip Jar. Be sure to inform people the money will benefit a charity— Samaritan Counseling Center.
- Prepare some samples of your dish and display them for your customers to taste.
- Ask your customers if they will add a tip (\$3-\$5) to their purchase price.

## Let Samaritan Handle All of Your Promotions for You.

Send us the email addresses for select friends, family members and associates and we'll take care of personalizing your promotions. Email to: [bhealey@samaritancounseling.net](mailto:bhealey@samaritancounseling.net).

Samaritan will not share email addresses nor "pester" your contacts. If someone makes a gift, his/her name and contact information will be entered into our donor database and the individual will receive an acknowledgement for tax purposes. The donor may receive occasional emails from Samaritan from which they can opt out. OR, we will honor a request from you not to send any further communications to your contacts other than pertaining to this event.

