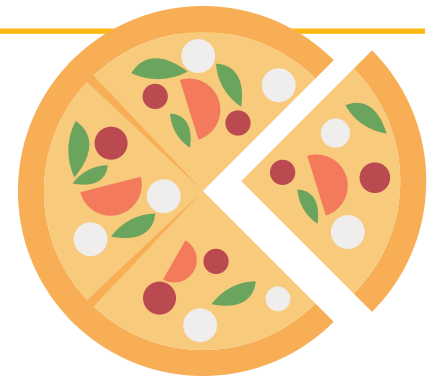


# Guide to Partnering with Restaurants for National Parent Leadership Month

## Overview

National Parent Leadership Month is an excellent opportunity to honor and uplift the contributions of parents in communities. Partnering with local restaurants can help amplify the message, foster community engagement, and create memorable experiences. This guide provides a step-by-step template for initiating and developing restaurant partnerships.

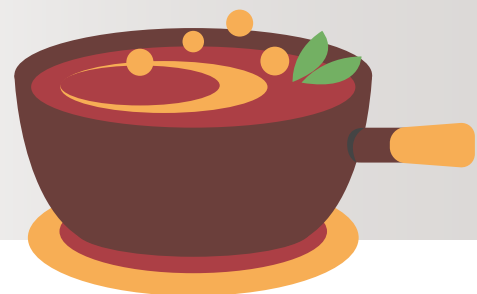


### 1 Identify Your Goals

- Define what you aim to achieve with this partnership:
  - “I know your kids feel safe and loved and see that in how they play together.”
  - “I am watching you give and give no matter what and you have been through some hard times even so you have never stopped. You just keep on being there for them and I see the benefits in them.”

### 2. Research Potential Restaurant Partners

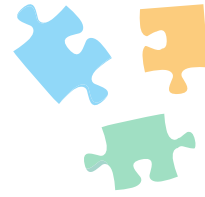
- Compile a list of restaurants known for community engagement or parent-friendly environments.
- Look for restaurants with:
  - A strong local presence.
  - Values that align with your initiative (e.g., family-oriented, community-focused).
  - Event-hosting capabilities (e.g., private dining rooms, outdoor spaces).



### 3. Develop a Partnership Proposal

- Create a professional and concise proposal. Include:
  - **Introduction:** Briefly explain National Parent Leadership Month and your organization.
  - **Value Proposition:** Highlight mutual benefits (e.g., increased visibility for the restaurant, positive community impact).
  - **Ideas for Collaboration:** Suggest specific partnership opportunities (e.g., themed dinners, percentage-of-sales donations, or gift card giveaways).
  - **Logistics:** Outline what you can provide (e.g., marketing support, volunteers).





#### 4. Reach Out to Restaurant Owners or Managers

- Contact restaurant representatives via email, phone, or in person.
- Use a script as a guide for outreach in emailing.

#### 5. Solidify the Partnership

- Meet with the restaurant to finalize details:
  - Confirm dates, times, and responsibilities.
  - Establish roles for both parties (e.g., marketing efforts, event setup, donation handling).
  - Draft a simple agreement to outline expectations.

#### 6. Promote the Event

- Work with the restaurant to create a marketing plan:
  - Social media posts (tag each other).
  - Flyers or posters at the restaurant.
  - Email campaigns to your respective audiences.
- Highlight the event's purpose and encourage participation.



#### 7. Execute the Plan

- Ensure clear communication leading up to the event.
- Arrange for volunteers, if needed, to assist with event execution.
- Monitor the event to ensure smooth operations.

#### 8. Follow Up After the Event

- Send thank-you notes to the restaurant and any participants.
- Share results with the restaurant (e.g., funds raised, community impact).
- Post event highlights on social media and tag the restaurant.
- Evaluate the partnership to improve future collaborations.

