



## PAINING WITH A TWIST – PRAIRIEVILLE PAINING WITH A PURPOSE (P.W.A.P) GUIDELINES

***Fundraising Opportunity! The more, the merrier...  
Bring more than 10 people and raise funds for your organization.***

Thank you for choosing our studio to host your upcoming fundraiser. We are so excited to be a part of your mission and promise to do everything we can to ensure your event is a huge success.

Painting with a Purpose is a franchise wide program allowing each Painting with a Twist studio location to give back and support local non-profit organizations in their respective communities.

We host monthly fundraisers on a first come, first serve basis. 50% of all proceeds after the 10<sup>th</sup> person will be donated to the non-profit organization you are representing. We can seat up to 40 people, so you'll want to fill every seat!

### ***Let's start planning!***

First, a meeting is required to help us better understand your mission, goals, and purpose of selected non-profit. It is very important that we are able to communicate the above information to the public so that we can raise interest in your event.

We will also determine the date and time that would work best for your event and look through our gallery to select just the right painting for your guests. We offer paintings in a 2 or 3 hour category. The 2-hour class is \$35 and the 3-hour class is \$45. We recommend that you choose a 3-hour painting to maximize your fundraising dollars!

We will need the following information from you in writing:

- Links to supporting non-profit or a team page
- Mission / Purpose / Goals
  - Verbiage to display on [reservation link](#)

A screenshot of a website event page. The header is dark red with white text: 'PRAIRIEVILLE' on the left, and '17535 Airline Hwy. Suite I, Prairieville, LA 70769', 'Email: prairieville@paintingwithatwist.com', and 'Tel: (225) 744-7273' on the right. Below the header is a breadcrumb trail: 'Prairieville Home » Calendar » "Painting with a Purpose: THRIVE"'. The main content area has a light yellow background. On the left is a large image of the 'Painting with a Twist' logo. To the right of the logo, the text reads: 'Sunday, September 04, 2011', 'Painting with a Purpose: THRIVE', 'THRIVE will be a public, tuition-free, charter boarding school in Baton Rouge, Louisiana for students in grades 6 through 12. It will provide students with a world-class education in a holistically nurturing family-like residential environment. For More information about THRIVE, visit www.thrivebr.org', 'when 2:00pm - 5:00pm', 'instructor Christie Williams', 'price per person \$45.00', and 'how many people? 1 seat' with a dropdown arrow. At the bottom of the content area is a blue button that says 'Reserve &amp; Pay Online'.

- Contact information
- Logo for non-profit
- Any other information that you think we need to know

## **Promotion**

We will do everything we can to help promote your event utilizing the following media:

- Social Media (Facebook, LinkedIn, Twitter)
- Newsletter
- Various event sites throughout Prairieville/ Baton Rouge areas

We ask that you reciprocate promotion efforts by reaching out to your social network groups via email, Facebook and /or any other social media sites. Additionally, we request that you list your Paint with a Purpose event on the Events section(s) of the non-profit homepage (if available). In some cases, you may list your event on a team page linking to the non-profit homepage.

## **Monetary Donation**

We will donate 50% of all proceeds after the 10<sup>th</sup> person in the form of a check made out directly to the non-profit organization.

## **Invitations and payment to your event**

You are welcome to use Evite or Facebook events to invite your guests or simply send an email directing them to our website for registration. Please make it clear that guests need to register with our studio. Once the event has been updated on our calendar with the picture and verbiage, we will send you the reservation link to use in your invite.

All payments will be collected through our studio. Guests can pay via our registration link online or by cash or credit card on the day of the event. We recommend payment in advance via our online registration link to confirm their attendance.

We will track headcount from our registration system, but you may also need track headcount from your invite. We will be in touch within 3 – 5 days before your event to confirm.

The ideas are endless on how we can raise even MORE money once guests are in the studio. Raffle tickets have been very popular for door prizes and special gifts. Additionally, we will play our corks game and give 2 FREE classes away during your event.

**LET'S BRAINSTORM AND RAISE SOME MONEY TOGETHER!**

**HAPPY PAINTING!**