

# Mobile Spirit Nights

Chick-fil-A Woodbury

## Commonly Asked Questions



### What are Mobile Spirit Nights?

Mobile Spirit Nights are a way for community groups and organizations to raise funds by receiving a percentage of Chick-fil-A Woodbury's mobile sales during a designated time frame. Mobile sales are generated through our Chick-fil-A One App (henceforth "CFA One App").



### Who is eligible to host a Mobile Spirit Night?

Local community organizations looking to raise funds can express interest in hosting a Mobile Spirit Night. Participants are selected on a first-come-first-serve basis. *Note: Not all who express interest will be eligible.*



### Why mobile sales?

Mobile orders allow Guests to place orders one of four ways - curbside, drive-thru, carry-out, and dine-in - which ultimately provides more opportunities for Guests to support the organization.



### How much will we receive?

We offer **13% of all mobile sales** (curbside, drive-thru, carry-out, dine-in) to be donated back to the organization. We project that the average Mobile Spirit Night will generate approximately \$200 - \$400 (this is 13% of the total mobile sales during the 3-hour timeframe). *Note: Catering orders and third-party delivery services are not included in Mobile Spirit Night donation totals.*

We will send you a check about 2-3 weeks after your Mobile Spirit Night is complete.



### When do Mobile Spirit Nights take place?

Mobile Spirit Nights are offered on Tuesday and Thursday evenings from 4pm - 7pm. *Note: Mobile Spirit Lunches - offered during the lunch hours - may be available upon request.*



### Are we required to provide volunteers?

Because there is no requirement for Guests to mention your organization in order for you to receive a percentage of mobile sales, we require organizations to provide 4-5 volunteers for the



majority of the event. This allows you the opportunity to get involved with the fundraising and to talk to Guests about your organization and cause. Gear with your logo or organization/school name are acceptable. Name tags will be provided. Any additional supplies that an organization desires to bring along (i.e., fliers, posters, etc.) must be preapproved.

### What will volunteers do?



Volunteers will help deliver food to Guests to the dining room as well as Mobile Curbside and interact as Dining Room Hosts – cleaning tables and talking with Guests.

We ask that volunteers arrive 10-15 minutes prior to the Mobile Spirit Night for an overview with our staff. Children (18 and under) can help volunteer, but they must be accompanied by an adult.



### Are we allowed a table with marketing materials?

Because of the limited space in our dining room, we are unable to guarantee a table for marketing materials; however, your volunteers will be able to interact with Guests to let them know about your organization and cause.

### What can we do to make sure our Mobile Spirit Night is a success?



- **Promote** - You will be provided a flier to print and post on social media platforms. *You may create your own flier but must refrain from using the Chick-fil-A logo or copyrighted images.* The more you promote before your event, the more likely your Mobile Spirit Night will be a success.
- **Educate** - Having an account on the CFA One App is a requirement for placing a mobile order. Educate and familiarize yourself with the CFA One App. We will also have information on the Spirit Night fliers on how to download the app as well as a well-trained staff to support with any app questions volunteers may run into.
- **Post** - If you post photos or videos before, during, or after the event, tag us on Facebook and Instagram! We will create a Facebook event for the Mobile Spirit Night that can be shared with your organization and its members.

Instagram: @cfawoodburymn. Facebook: @CFAWoodburyMN.

*To schedule your Mobile Spirit Night fill out the  
"Chick-fil-A Mobile Spirit Night Registration Form next to this form under  
Team Fundraising, Approved Team Fundraisers, Chick-fil-a*

