



# FEF GIVEBACKS

Givebacks provide a great way for the community to support local businesses, invest in FEF's mission and enjoy products and services. A giveback can be a one-time event or a recurring weekly, monthly or quarterly campaign.

## FEF COMMITMENT

- Social media posts, event & check presentation photo
  - Facebook (2,394 followers), Instagram (739 followers) & Twitter
- Email blast to 10,160 people
  - FISD staff (739), FISD parents (7,869) & FEF supporters (1,550)
- Promotion by 33 Board Members
- Digital & print materials for promotion & tracking

## YOUR COMMITMENT

- Collaborate with FEF to determine giveback details including date, time & percentage/amount donated
- Track sales to identify giveback amount
- Partner with FEF in promoting the giveback



1. DONATE % OF TOTAL SALES OR \$ AMOUNT PER TRANSACTION
2. ALLOW CUSTOMERS TO ROUND-UP TO NEAREST DOLLAR
3. ALLOW CUSTOMERS TO DONATE AT REGISTER