



Fundraising Nights at Panera Bread

Fundraising Nights at Panera Bread are fundraising nights for nonprofit organizations. The idea and implementation of event nights are quite simple. As an organization you'll receive 10% of the proceeds from the purchases of your supporters from 5:00pm – 8:00pm at Panera Bread.

The success of the event night relies on your promotional efforts and the strength of your supporting group and community. Plan enough time, we recommend two weeks, to get word out to motivate your communities and their circles of influence to come to the event. Before the event your organization will distribute pre-approved Panera Event Night flyers, this is how we recognize who is with your group and what percentage of sales to donate. Once they're at Panera Bread, we'll make sure they have a great guest experience!

During the Event Night your organization is invited to come and take part at Panera by helping bake fresh baguettes, greet customers and help in the dining room running food, where you will have the opportunity to collect tips and donations for your cause. We'll also provide FREE drawings throughout the night to win Panera Bread gift certificates! You can add awareness to your organization by contributing promotional items to team up with our prizes as well. We will also provide FREE samples of our delicious pastries and bakery items, AND allow you to have donation jars at each of our cash register areas (2) to encourage extra donations for your Cause. We ask that you provide your own jars. We suggest clear containers the size of a large pickle jar and they will need to be approved prior to the event.

We allow you to place 2 posters on our doors the day of your event to remind guests of your event and to promote it to others who may want to support you as well. EXAMPLE: "Tonight is (Your Organization's Name) at Panera Bread! Come join the fun from 5-8pm. Tell the Cashier you're supporting (your organization) and Panera Bread will donate 10% of your purchase! See you tonight!

You'll need to realistically provide about 50 people from your support group to come and dine, in order to be a candidate for an Event Night. We also ask that you schedule your event night three weeks prior to the event.

To reserve your Event Night at Panera Bread or for more information contact:

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