



EASTON'S GROUP OF HOTELS
A STEVE GUPTA COMPANY



EGH AND WATERCAN FUNDRAISER PROCEDURES

June 12- July 13 2014

Procedures for Staff

- Inform all staff of the fundraiser taking place over the dates of June 12 to July 13 2014. During this period, staff can wear their jerseys/sport colours of the teams of their choice. In return for a donation.
- Short sleeved shirts are permitted. Bare shoulders and shorts will not be permitted. Please ensure that dress is appropriate in lieu of a uniform
- Have staff wear stickers with the logos that says I am dressed this way for this cause

Fundraising Procedures

- Please have the GM and one specified staff member work as the "Collector" of funds.
- An envelope will be at the front desk with a tracking form attached. Ensure all staff who donate record their name, full donation amount and address if the amount is over \$15 (in this case they will be issued a tax receipt and their home address is needed)
- Each Friday over the course of the fundraiser, the hotel's weekly tally should be sent into Reetu Gupta
- At the end of the fundraiser, your envelope of cash will be picked up or you will be asked to follow another procedure to get the funds over to the HO. Please keep this envelope in a safe place and secure over the course of the fundraiser

Guests and Clients of the Hotel

- Let the guests know what type of fundraiser we are taking part of! They can donate to the front desk or online at:
<http://give.watercan.com/goto/EastonsGroup>
- If a client/guest does donate online, please Reetu know his/her name so the amount can be added accordingly to your hotel's tally

Internal Marketing

- Be sure to tweet and facebook out what your hotel is doing for Watercan and allow people to donate online or in house!
- Have signage up at the front desk and public areas to let guests know and allow them to partake in the festivities!
- Feeling creative? Whatever ideas you have to get more funds, go for it! It is a competition after all!