Walk-In Interview Guide

(They contact us)

I really appreciate your interest in fundraising with us. As you may know, Burgerville has worked within our communities for many years, and I am excited to explore the possibilities of working with your group to partner together for our mutual benefit.

1. Could you start by telling me what you know about Burgerville, and our commitment to fresh, local and sustainable?

(Listen for: company initiatives, shared values, what makes Burgerville important for them)

1. Do you have a favorite Burgerville experience you would like to share with me today?

(Listen for: are they currently guests, do they have a personal connection to our values?)

1. Burgerville has had some great successes in partnering with schools and organizations such as yours. Some of our greatest successes have come from having multiple partnership dates. Are you interested in setting up more than one partnership with us?

(Listen for long-term commitment to a shared purpose or cause. Are they committed to their purpose, and producing results over time?)

1. Tell me about your organization? What would you be using the money raised for?

(Listen for common cause with Burgerville values. Does their goal align with who we are, and what we stand for? Is it a cause you can believe in?)

1. What kind of resources do you anticipate in being able to put behind this partnership? How many people do you anticipate being able to invite to the restaurant and participate?

(Listen for the depth of their network, do they have access to social media, how many people have access to their Facebook page, can they send mass text messages to their network? Do they have any plans to promote their event on a grand scale through school reader boards, organization newsletters, eblasts, community or neighborhood newspapers? You can suggest they try to get media attention for the event, as some local radio stations have been known to share stories about events. Now would be a good time to use the sample calculator, and demonstrate their expected return, based on number of invites)

1. Based on what we have talked about today, how are you feeling about Burgerville and your group working together to build this partnership event? Do you have any concerns that you’d like to discuss?

(Listen for genuine interest. Use this chance to speak to the Burgerville story, how our company initiatives support our local communities, and assure them we want to work with them in the most supportive way possible. Discuss alternatives to traditional partnership nights, such as donation jars, loaning the use of your reader board, or the script program for gift card sales.)