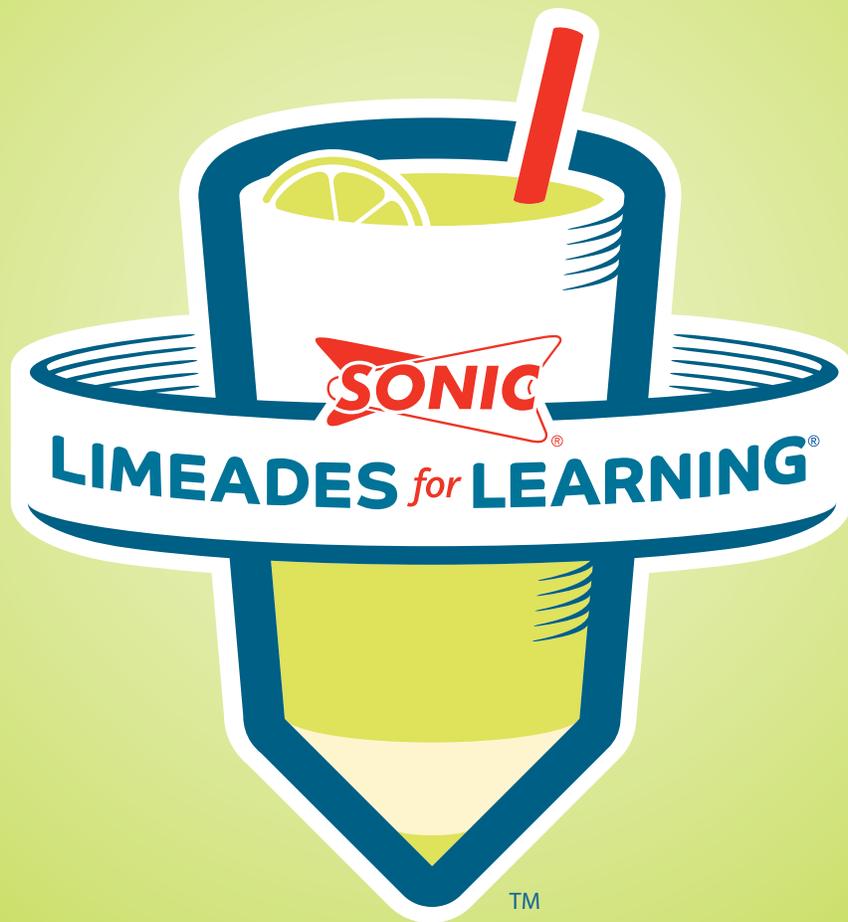


# SONIC Limeades for Learning Field Toolkit



August 2017

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# Fact Sheet

## WHAT IS LIMEADES FOR LEARNING?

Limeades for Learning® is a national award-winning initiative of SONIC®, America's Drive-In® to support U.S. public school teachers in local communities. In partnership with DonorsChoose.org, SONIC provides essential funds needed for learning materials and innovative teaching techniques to inspire creativity and learning in today's youth. Since launching in 2009, SONIC and its franchise partners have donated more than \$8.4 million to public school classrooms in local communities.

There are now three times a year in which SONIC makes \$1 million donations to public school teachers: during the Fall Voting Campaign from Monday, Sept. 25 through Sunday, Oct. 22, 2017; through Flash Funding events in the winter and spring; and during Teacher Appreciation Month in May.

## THE FALL VOTING CAMPAIGN – HOW IT WORKS

The Fall Voting Campaign occurs Sept. 25 – Oct. 22, 2017 and allows guests to take the lead in helping SONIC make a difference in their local communities. During the campaign period, SONIC is once again putting guests in the driver's seat to allocate \$1 million to public school teachers' classrooms across the nation. Fans can make a real difference in their local communities by voting for specific public school teacher projects they want to receive SONIC funding at LimeadesforLearning.com. Throughout the voting period, projects with the most votes at the end of each week receive funding, while remaining projects get a chance for funding the following week.

There are four ways to vote on LimeadesforLearning.com and earn extra votes:

1. Create an account with a valid email address and vote each day.
2. Visit a local SONIC, make a purchase and use the code on bag stickers for two extra votes.
3. Vote 10 times to earn a digital code worth two extra votes.
4. Share votes on your social pages or through email for additional votes.

## EMPOWERING TEACHERS. SUPPORTING STUDENTS. INSPIRING COMMUNITIES.

**Teachers:** Have a great classroom project idea but need help funding it? Head to LimeadesforLearning.com and submit your project today.

Eligible teachers are educators, including media specialists, coaches and guidance counselors, at United States public or charter schools, employed full-time by the school or district, who work directly with students at least 75 percent of the time.

**SONIC Fans:** Visit LimeadesforLearning.com once a day to vote for a favorite project with a valid email address or visit a local SONIC Drive-In to receive extra vote codes on your bag sticker, while supplies last, anytime from September 25 to October 22, 2017. It only takes a few simple steps to help kids learn and inspire creativity in the classroom.



# Talking Points

## About Limeades for Learning®

- Limeades for Learning® is a national initiative of SONIC®, America's Drive-In® to support U.S. public school teachers and their students.
- In partnership with DonorsChoose.org, SONIC will provide essential learning materials to support innovative teaching techniques that inspire creativity and learning.
- Through the LimeadesforLearning.com website from September 25 through October 22, 2017, SONIC guests can search thousands of teacher projects and vote for their favorites.
- At the end of every week during the campaign, SONIC will fund the projects receiving the most votes. Unfunded projects carry votes over to the next week.
- By 2021, SONIC will have contributed \$20 million to local public school classrooms across the country.

## How SONIC Guests Can Participate

- Visit LimeadesforLearning.com to find and vote on a favorite project.
- There are multiple ways to vote on www.LimeadesforLearning.com:
  1. Create an account with a valid email address and vote each day.
  2. Visit a local SONIC, make a purchase and use the codes on bag stickers for two votes.
  3. Vote 10 times to earn a digital code worth extra votes.
  4. Share your vote on your social pages or through email for additional votes.

## How Public School Teachers Can Participate

- Visit LimeadesforLearning.com and select “I am a Teacher” button to submit your project.
- Teachers should submit their projects by September 11, 2017 to ensure that projects can be reviewed and posted in time for voting.
- Teachers who have registered to participate should stop by their local SONIC Drive-In and introduce themselves to the manager. Together, they may discover ways they can collaborate to bring learning and creative resources to students.
- SONIC is dedicated to improving the communities where we do business. Teachers can talk to the manager of their local SONIC Drive-In about other school programs available.



# Teacher Letter Template

The recommended teacher letter template is to encourage local educators to submit their classroom initiatives as a Limeades for Learning<sup>®</sup> project on DonorsChoose.org.

Access this template on SONIC's PartnerNet by clicking the Marketing drop down box and clicking Limeades for Learning. Fill in your contact information and the name of the teacher or administrator you're contacting. Feel free to customize the letter as you see fit to add personal details or words of inspiration.

# Teacher Project Submission Guide

Share a step-by-step guide with teachers to explain the project submission process for educators interested in submitting projects to the Limeades for Learning<sup>®</sup> website.

Access this submission guide on SONIC's PartnerNet by clicking the *Marketing* drop down box and clicking Limeades for Learning. Share the steps for interested teachers to submit a classroom project and get on the path to funding.

# School Presentation How-To Guide

To raise awareness of Limeades for Learning<sup>®</sup> in advance of the voting campaign, we encourage you to visit one or more of the public schools in your area before or after the start of school to encourage teachers to submit projects and become passionate advocates for Limeades for Learning<sup>®</sup>.

Access this how-to guide on PartnerNet, by clicking the *Marketing* drop down box and clicking Limeades for Learning. To set up and complete a school presentation. SONIC has also created two posters included in this guidebook as well as on PartnerNet for you to leave at the schools. In addition to the posters, you can also access corporate approved social media posts we encourage you to share on your social media profiles.



# Local Fulfillment / Flash Funding Guide

SONIC “flash funds” teacher projects during three major periods throughout the year: during the Fall Voting Campaign from September 25 through October 22, 2017, in the winter and spring and during Teacher Appreciation Month in May.

Follow the steps below to fulfill a local teacher project and set up a Flash Funding visit.

- **Step 1: Plan for Local Fulfillment**

Before you start researching teacher projects and contacting schools:

- Identify the timing for your Flash Funding visits. Suggested times are as follows:
  - During the months of January – April before the May Teacher Appreciation Fundings
  - Before voting begins on September 25 or after voting ends on October 22
  - *Note: Projects on [LimeadesforLearning.com](http://LimeadesforLearning.com) expire four months after they are originally submitted. Summer fundings are not recommended as teachers and students are enjoying the summer and not in school.*
  - Prepare to move quickly through the planning process. The nature of a Flash Funding visit requires the element of surprise, and the quicker, the better!
- Determine your budget for local project fulfillment and decide how it will be allocated.
  - We recommend selecting a local school with a few different unfunded project options so you can schedule one visit but fund many projects at once.

- **Step 2: Find a Project**

- Go to: [LimeadesforLearning.com](http://LimeadesforLearning.com)
- Click: Find a Project
- Add a Filter: Choose Location
  - Select your state from the “State” drop down menu.
  - Filter down to the City, County or School District level to find schools in your area.
  - At the School District Level, you can filter by School, Subject or Grade Level, depending on the kind of project you’d like to fund.
- Choose a school with a few projects that you would like to fund, or choose one project to fund.
  - Cohn & Wolfe, SONIC’s public relations agency, will liaise with DonorsChoose.org to confirm total project costs and donation needs. Email Cohn & Wolfe at [CW-Sonic@cohnwolfe.com](mailto:CW-Sonic@cohnwolfe.com) for assistance.
- Click “View Details” to find out the school and teacher name.
- **STOP** before you donate and move on to the next step to ensure that the school principal is interested in and able to work with you on Flash Funding the projects at the school.



# Local Fulfillment / Flash Funding Guide cont'd

- **Step 3: Contact the Principal and Schedule the Flash Funding visit**

- Reach out to the principal or assistant principal and let them know you would like to fund one or more teacher projects at their school through SONIC®, America's Drive-In® Limeades for Learning® program.
  - Explain the nature of the program using the Limeades for Learning Talking Points.
  - Ensure that the principal is comfortable with inviting media to attend the presentation. Often parents need to sign media waivers or their children will be pulled out of the assembly if media is in attendance.
  - Confirm that you can bring mascots and skating Carhops to the visit. This creates a great media visual and drums up excitement among students.
- Work with the principal or school administration to schedule a time to visit the school that works best for the school. Ask if there are any all-school assemblies coming up that would be an appropriate venue for a teacher project fulfillment presentation, or simply schedule a surprise classroom visit.
  - Depending on the number of projects you plan to fund at the school, all-school assemblies take approximately 15 minutes to conduct once all attendees have arrived. Classroom visits take approximately 10 minutes. For all-school assemblies, confirm that there is a sound system available so the presentation can be heard.

- **Step 4: Contact Cohn & Wolfe, SONIC's PR agency**

- The Cohn & Wolfe PR team can work with DonorsChoose.org to “freeze” your selected projects so they are not funded before you get the chance to conduct your Flash Funding visit. They will also help coordinate media outreach activities.
- As soon as the school visit is confirmed, email the following details to CW-Sonic@cohnwolfe.com:
  - City, State
  - School(s)
  - Project(s)
  - School visit date
  - School visit time



## Local Fulfillment / Flash Funding Guide cont'd

- **Step 5: Prepare for your Flash Funding visit**
    - Share a proposed agenda with the principal or presentation organizer
      - Example Flash Funding visit Agenda:
        - Principal speaks:
          - » Introduction of SONIC representative
        - SONIC representative speaks:
          - » Overview of Limeades for Learning
            - Use Limeades for Learning Talking Points, found in this toolkit
          - » Thank teachers for their dedication and commitment to students
          - » Announce project fulfillment and check presentation to teacher(s)
          - » Invite teachers and students to get more involved
            - Provide printed versions of Limeades for Learning Fact Sheet and Teacher Project Submission Guide
          - » Optional gift card or promotional item giveaways
        - Photo opportunities
        - Potential media opportunities
    - Prepare the novelty check(s) and promotional materials
      - Work with a local printer to print the novelty check template – provided by Cohn & Wolfe – and fill in the teacher and funding amount details by hand.
- Print multiple copies of Limeades for Learning Fact Sheet and Teacher Project Submission Guide or distribute to interested teachers, administrators or students



# Local Fulfillment / Flash Funding Guide cont'd

- **Step 6: Day of the Flash Funding visit**
  - Dress in SONIC-branded or business casual attire.
  - Arrive 15 to 30 minutes early to allow enough time to sign in, bring in all of your materials, set up and prepare to present.
  - Confirm the agenda with the principal or presentation organizer.
  - Complete the presentation.
  - Meet with media (if in attendance) and pose for photos.
  - Hand out Limeades for Learning Fact Sheet, Teacher Project Submission Guide and promotional items.
- **Step 7: Fund the Project**
  - On the day of your Flash Funding visit, go back to the teacher project(s) online and fulfill the project(s).
    - Click “Donate” and fulfill your project of choice by donating the remaining dollar amount requested.

**Want to go above and beyond the average Flash Funding visit? Here are some extra ideas for consideration:**

- **ADDITIONAL PRESENTATION IDEAS**
  - **SONIC Mascots & Carhops:** Bring skating Carhops, Cherry Limeade or Coney characters to the presentation. Elementary school students especially love this, and it makes for a great media visual. (Be sure to ask the principal for permission first).
  - **MySONIC Card Giveaways:** Hide gift cards under a few seats at the presentation. At the end, ask attendees to look under their chairs to see if they've won.
  - **High School Pep Rallies & Sporting Events:** Ask the principal if you can present the Limeades for Learning check during a school pep rally or sporting event. These events increase student, fan and community awareness of SONIC locally and the Limeades for Learning campaign. Consider bringing mascots and Carhops for added excitement.
  - **Drive-In Presentation:** Work with the principal or school representative to invite the teaching staff to the drive-in for an after-school Happy Hour. Surprise the winning teacher with the novelty check on the patio.
  - **Traffic Driver Vouchers:** At the school presentation, pass out vouchers inviting all the students to your local SONIC for a Limeade Party that day after school.



## Local Fulfillment / Flash Funding Guide cont'd

- **ALTERNATE FULFILLMENT OPTION**

- **Fundraiser Night:** Host a Fundraiser Night at your local drive-in to raise extra funds for fulfilling local teacher projects. Select a percentage of sales that would go toward project fulfillment, or pledge a dollar per Limeade purchase. Drive traffic to the Fundraiser Night event by reaching out to area schools, alerting participating Limeades for Learning teachers, posting to local SONIC social channels (Facebook, Twitter), highlighting on the marquee, etc.

- **PUBLIC RELATIONS SUPPORT**

- **Alerting Local Media:** Flash Funding can make unique and visual local media opportunities. SONIC's PR agency can provide suggestions and guidance for local media outreach should you require assistance. Please contact the Cohn & Wolfe PR team at [CW-Sonic@cohnwolfe.com](mailto:CW-Sonic@cohnwolfe.com) with questions.



# Post-Voting School Engagement Opportunities

If you are especially passionate about Limeades for Learning<sup>®</sup> and want to do even more to raise awareness and excitement in your region after the voting period has ended, we have a few suggestions for what you can do.

- 1. Fulfill Remaining Teacher Projects:** Not all SONIC teacher projects get funded through the Limeades for Learning Fall Campaign. If you'd like to donate and fulfill one or more teacher projects in your area to show appreciation for local teachers, follow the steps outlined in the [Local Fulfillment / Flash Funding Guide](#) in this toolkit.
- 2. Check In on Funded Projects:** In the weeks and months after the fall voting period has concluded, winning teachers in your area will begin implementing their funded projects. Take some time to check in with the teacher(s) in your area and schedule a time to stop by to see how the project(s) turned out. Have Limeades for Learning branded materials or SONIC mints to hand out to students. Bring field team members or crew members along; an experience like this can do a lot to motivate your team and show them that their work on the Limeades for Learning campaign is worthwhile. Take photos or videos to share with your team and through your social networks (if you have permission from the teachers/school).
- 3. Host a Teacher Meet-and-Greet:** Invite all the SONIC teachers in your region to a meet-and-greet event on your patio. Encourage them to talk about their projects and share best practices on how to get funded. Offer free Limeades to all teachers who show a valid I.D.





Donors Choose.org

## Optional Promotional Ideas for Drive-In Execution

Interested in drumming up additional excitement before and during the Limeades for Learning<sup>®</sup> campaign September 25 through October 22, 2017? Here is a list of promotional ideas you can use in your local community, including some options through Coca-Cola funded by your Store Operating Funds.

- **Youth Sports Sponsorships:** Sponsor snacks and drinks for local youth soccer, softball, and/or baseball games, providing healthy drink and snack options from the kids' menu. If available, bring a mobile tablet for game attendees to vote for projects.
- **Local School Engagement:** Use the [School Presentation How-To Guide](#) to schedule an informative presentation at your local schools, or offer to deliver Limeades to teacher orientation, Meet the Teacher nights, PTA meetings and other school events.
- **SONIC Field Day:** Host an optional school assembly featuring a teacher skating competition, hot dog eating contest, Tot castle contest and other fun SONIC-themed events. Ask for a suggested donation of \$1 at the door, with proceeds going to local Limeades for Learning projects. This idea could also work on-lot.
- **On-Lot Awareness:**
  - Post congratulatory signs for local winning projects on marquee or menu boards.
  - Invite local classrooms with live projects to your SONIC for Limeades on the Drive-In patio.
  - Host a teacher Happy Hour on the SONIC patio, providing Limeades and snacks.
  - Offer free or reduced-price Limeades after the first local high school football game of the season. Feature half-time gift card raffle and/or half-time recognition for projects up for funding.

