



DOFL RESTAURANT FAQ

WHAT IS DINING OUT FOR LIFE?

Dining Out For Life (DOFL) is an annual nationwide dining fundraising event raising money for community-based organizations serving people living with or impacted by HIV. Currently, Memphis ranks number two in the nation in new transmissions of HIV, making HIV/AIDS a local public health concern for all Mid-South residents. Friends For All addresses HIV as a symptom of a larger issue that affects everyone living in the Memphis area. This year's DOFL is scheduled for **April 25, 2024**.

Annually, local restaurants support DOFL by agreeing to donate a small percentage of their DOFL day sales or make a one-time donation to Friends For All. Friends For All then promotes the day through online ads and social media posts to drive the community to participating restaurants. The organization also plans to add participating restaurants to a community resource guide it will mail out later this year. Friends For All typically gathers nearly 30 participating restaurants in the Midtown area and is looking to expand its reach to include restaurants in locations like Germantown, Bartlett, Collierville, and Cordova.

DO I HAVE TO PARTICIPATE ON APRIL 25TH?

While DOFL is scheduled on a specific day, restaurants can choose to participate on a different day. If you would like to choose a separate day, please contact our Donor Engagement Manager B. Scott Duke at bscott.duke@friendsforall.org.

DO I HAVE TO PARTICIPATE ALL DAY?

You do not have to participate the entire day! If your restaurant is only open during a specific time of day, we will work with you to communicate this with our following!

HOW DOES DOFL BENEFIT ME?

Friends For All promotes your restaurant through online ads and social media posts to drive the community to participating restaurants. We will also be adding participating restaurants to a community resource guide to be mailed out later this year. Friends For All will also be utilizing our community base of nearly 7,000 to drive customers to your business on the day you are participating.



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HOW WILL MY RESTAURANT GET PROMOTED?

Our events team will collaborate with you after you officially sign up! We will first share posts and captions for your restaurant to post for promotions. We will also schedule a time to visit your restaurant for videos and photos for social media promotions.

WHAT WILL I HAVE TO DO ON DOFL DAY?

DOFL day will be like any other! We don't ask you to hand out information or do anything you wouldn't do on a normal business day. However, we will provide your restaurant with table cards to place out on the day.

DOES THIS INCLUDE TAKE-OUT ORDERS?

Take-out orders are also included in our donation percentage! We will communicate that customers can also support by ordering takeout at your restaurant.

WHAT ARE MY OPTIONS FOR PERCENTAGE I DECIDE TO DONATE?

We are open to any percentage of donations from your DOFL day of sales. Our team will follow up with you within 48 hours (about 2 days) of your day of participation to touch base. We also welcome one-time donations for restaurants who want to support but cannot participate. Donations can be made at friendsforall.org/dofl.

WHO DO I CONTACT TO GET MORE DETAILS?

For any questions regarding Dining Out For Life, please contact Friends For All Donor Engagement Manager B. Scott Duke at bscott.duke@friendsforall.org.