

Cheers & Chocolate

How long does the Community Crawl run?

The *Cheers & Chocolate Community Crawl* will begin at 5:00 am on April 1, 2022 and continue through 12:00 am (midnight) on April 30, 2022.

On Saturday, April 29, EWP will host a cap-off event, the *Cheers Crawl Finish Line*, in downtown Muskegon. This event will celebrate a month of community support, featuring live outdoor entertainment by local favorite Brena.

How do I get involved in the Community Crawl?

Any business in Muskegon and neighboring communities can become a Business Supporter. Starting April 1, your team will ask patrons to donate an additional \$1 to their bill in support of Every Woman's Place. Simply scan the registration code below to sign up, then send your business logo to helpheal@everywomensplace.org, and get your team excited to be involved! You will need a way to track the donated funds within your sales system to be able to donate the total back to EWP at the end of the Community Crawl.

What should my team say to encourage our patrons to donate to EWP?

Your servers, carry-out staff, and your register team should ask every patron if they would like to **“add \$1 (to their bill) to help derail sexual violence”**. Your patrons can donate more than \$1 if they wish!

What happens after I register to be a Supporting Business?

Our planning team will deliver a supply of **“add \$1 to derail sexual violence”** dots (*front side pictured above*) to display for every donation, along with signage for your checkout area(s). The donor can sign or initial the dots, if they wish. Display prominently...best is on a glass storefront so both the back and front are visible, but any wall will do!

How will EWP promote my business?

EWP will provide every participating business a branded 13x19 color poster, plus branded social media graphics sized for Facebook and Instagram. Each participating businesses will feature in multiple posts across our social channels and on the *Cheers & Chocolate* Facebook page—don't forget to like, follow, and share to increase the reach of this community-wide event!

How will EWP accept payment for donated proceeds?

We accept check, credit card, PayPal, and cash donations. Donate quickly and easily on our website using your credit card or PayPal at everywomensplace.org/cheers-and-chocolate. Or mail your check to the address below, and include “Cheers Crawl 2022” in the memo line. Drop off cash donations at 1221 W. Laketon Ave weekdays between 9:00 am and 5:00 pm

Every Woman's Place, Inc. | 1221 W. Laketon Avenue | Muskegon, MI 49441

When will EWP expect payment of the donated proceeds?

This annual fundraiser is a critical part of our operating budget. Keep us going strong by paying the donated funds by 5:00 pm May 20, 2022. Visit our campaign page at everywomensplace.org/cheers-and-chocolate to watch our fundraising thermometer rise with every participant, donation, and sponsor!

How can my business help in promoting the Cheers & Chocolate Community Crawl?

You can help by getting the word out! Use the [Cheers & Chocolate Brand Kit \(everywomensplace.org/brand\)](https://everywomensplace.org/brand) to create table displays, social media posts, and more. Display print materials prominently in storefronts, at check-out or to-go stations, or in customer takeout orders. Follow our Cheers & Chocolate Facebook page and use #cheerscrawl in your social posts.

Register today! We'll deliver your Business Supporter packet by March 30



Thank you for supporting us!

