

**Tapproject.org**

**Restaurants**

**Dashboard**

**Train Your Wait Staff (recommended language and staff talking points)**

### **TRAIN YOUR WAIT STAFF**

Since your wait staff personnel will be on the “frontline” discussing the Tap Project with customers, we encourage you to conduct a training the week of March 16, 2009. You’ll find recommended talking points below and you’ll also find Server Tip Cards in your Restaurant Activation Kit that your employees can use as a quick reference guide for conversations with customers.

If you signed up for Gold or Platinum levels of support, consider using your Tap Project T-shirts as part of a server incentive program that you can outline during the training.

Additionally, if you signed up for the Tap Project through a Tap Project Campaign Volunteer, he or she may be available to assist you with the training – simply reach out to them if you are interested in their assistance.

### **RECOMMENDED TAP PROJECT LANGUAGE**

Below please find recommended Tap Project copy that you can use to create customer emails or for other promotional purposes:

**DINE, DONATE, DO YOUR PART**

**DURING WORLD WATER WEEK, MARCH 22-28, 2009, we are proud to be supporting UNICEF’s Tap Project® - an opportunity for our customers to donate \$1 or more for the tap water they usually enjoy for free. All funds raised support UNICEF’s efforts to bring clean and accessible water to millions of children around the world.**

**WHY A CAMPAIGN ABOUT CLEAN WATER? Because clean water is essential, and yet nearly 900 million people worldwide lack access to it. Lack of clean water is the second largest killer of children under five. Every day, 4,200 children die of water-related diseases.**

**By participating in the Tap Project, you’re helping UNICEF to reduce the number of needless deaths to zero – just one single dollar raised can provide a child with safe drinking water for 40 days. UNICEF has saved more children’s lives than any other humanitarian organization, and we are committed to doing whatever it takes to achieve our goal of reaching zero preventable deaths with your help.**

**By participating in the Tap Project as one of our valued customers, you’re helping UNICEF change the lives of millions of children around the world who need access to clean and sanitary drinking water.**

**WITH JUST \$1, UNICEF CAN PROVIDE SAFE, CLEAN DRINKING WATER TO A CHILD FOR 40 DAYS.**

**HELP US MAKE A DIFFERENCE! Come dine with us during World Water Week, March 22-28, 2009, make the donation of your choice for your tap water – and know you have done your part to save a child’s life.**

## **STAFF TALKING POINTS**

And here are some key talking points you can use (and customize as necessary) for staff trainings:

- We will be implementing UNICEF's Tap Project during World Water Week from March 22-28, 2009.
- We will be encouraging our customers to donate \$1 or more for the tap water they usually enjoy for free.
- All funds raised support UNICEF's efforts to bring clean and accessible water to millions of children around the world who currently do not have access to safe drinking water.
- We have committed to a pledge amount of (INSERT AMOUNT) – and we'll donate that amount...or more if we raise more through customer donations.
- Customers can donate to the Tap Project in one of three ways:
  - Here at our restaurant – our main focus
  - By text message with the word "TAP" to 864233 (UNICEF) to make a \$5 donation\*, OR
  - By visiting [taproject.org](http://taproject.org)
- When you greet customers, call attention to their tap water (if applicable) as well as the Tap Project Customer Donation Cards (or Table Tents, if your restaurant opted to receive them instead).
  - If integrating into POS: Let your customers know that any donation they wish to make will be added to their bill as a line item, which will appear on their check.
  - If not integrating into POS: Let your customers know that they can use the Customer Donation Cards or verbally communicate the amount they would like for you to add to their bill as their donation.
- We are also promoting our involvement in the campaign through Window Clings, a Poster, and emails to our customers (if applicable).
- Customers are not required to participate – but you can encourage their support by reinforcing that a single dollar can provide a child in need with safe drinking water for 40 days. UNICEF has provided Server Tip Cards that can be used as a quick reference guide for conversations with customers.
- When the bill is requested, if customers have not already expressed their interest in making a donation, you can politely ask if they would like to add \$1 per person (or more, if they would like) as a Tap Project donation.
- Customers can donate any amount of their choice at our restaurant – but if they wish to receive a receipt for tax purposes, they should donate online at [taproject.org](http://taproject.org) instead, and the U.S. Fund for UNICEF will send them a receipt.

Be sure to add any additional information language specific to your restaurant – like information about a staff incentive program if you choose to implement one.

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\* A one-time charge of \$5 will be added to customer's mobile phone bill. Standard messaging rates and additional fees may apply. All charges are billed by and payable to customer's mobile service provider. Proceeds benefit the U.S. Fund for UNICEF. Service is available on most carriers. Customer can unsubscribe at any time by texting 'STOP' to 864233.