



**RoysBoys Pizza, LLC**  
**PARTNERS WITH**  
**CHILDREN**  
**COMMUNITY PACKET**

PLEASE VISIT OUR WEBSITE

[www.papajohnsATL.com](http://www.papajohnsATL.com)



## Introduction to Partners with Children

Dear Program Administrator:

All of us at Papa John's are excited about the opportunity to share the programs we have developed to support the students, teachers and schools in our community.

Our school program is called '**PARTNERS WITH CHILDREN**'.

Papa John's is committed to enriching the educational opportunities of the students in our communities as well as providing you with a variety of programs to help meet your educational goals.

This packet will give you a brief introduction to the programs that we offer.

As you make plans for the school year, please consider Papa John's Pizza to be your '**PARTNER WITH CHILDREN**'.

Your questions, comments and suggestions are welcomed, so please, do not hesitate to contact us if we can assist you.

Sincerely,

A handwritten signature in black ink, appearing to be "D. Thompson", written over a white background.

Dean Thompson  
Promisekeeper  
RoysBoys Pizza, LLC

## IT IS OUR PLEASURE TO KNOW YOU

We'd like to introduce ourselves by telling you a little something about us. We are RoysBoys Pizza, LLC dba Papa John's. We have been a franchise since 1998 and operate 10 restaurants locally. Although we are a local franchise, we are part of Papa John's International, which was founded in Jeffersonville, Indiana in 1984. The corporate offices are headquartered in Louisville, KY. Papa John's is now the world's 3<sup>rd</sup> largest pizza chain, operating over 3300 restaurants worldwide. Papa John's has been recognized in the U.S. as the #1 national pizza chain in customer satisfaction due to our superior quality pizzas and legendary customer service 10 years running!!

We believe that the secret behind Papa John's success is using only the finest ingredients such as fresh dough (never frozen), pizza sauce made from fresh tomatoes, high quality meats, fresh vegetable toppings and 100% cheese made from real mozzarella. We are passionate in our belief that you can taste the difference that our quality makes.

Our Papa John's franchise is excited about the opportunity to work in partnership with your school by providing a variety of programs including **student recognition** and **fund-raising activities** that are fun and exciting for the teachers, administrators, the students, and the families of the students. Great care has been taken to ensure the flexibility necessary to customize our programs to meet your educational and financial goals.

We would like to take this opportunity to work with you as your '**PARTNER WITH CHILDREN**'.

### Here are some fun facts about pizza!

- 94% of the U.S. population eats pizza
- Approximately 3 billion pizzas are sold in the U.S. each year.
- Each man, woman and child in America eats an average of 46 slices of pizza per year.
- Children between the ages of 3 and 11 prefer pizza to all other foods for lunch and dinner.



RoysBoys Pizza, LLC dba Papa John's Pizza  
**'DOLLARS FOR DOUGH' FUNDRAISERS**

Papa John's 'Dollars for Dough' program is our most widely used fundraiser. It is simple and effective. We do the work—the school receives money(15% of net sales), the kids have fun and the parents help the kids raise money without leaving home. Here's how it works:

1. Together, we select the day of the week, generally a Monday, Tuesday or Wednesday night to host Papa John's 'Dollars for Dough' program. We prepare a letter for students to take home to their parents explaining the program as well as the flyers that will be used for the Dollars for Dough school night. We also provide Papa John's reminder stickers for the kids.
2. The flyers should be sent home with the students 1 or 2 days prior to the specified fundraising dates. Papa John's will put banners up in front of the school the evening before your school night & take them down the day after. In addition, we ask that the school put the information on the Reader Board or Marquis. Any communication with parents and students, such as announcing the 'Dollars for Dough' dates over the PA at school and athletic events, website banners, e-mail blasts, school bulletins, PTA/PTO announcements, flyers posted throughout the school or even our own Mr. Slice waving to children as they arrive at school or go home in the afternoon will help make your Dollars for Dough school night successful.
3. Parents, family and friends who wish to participate should order from the special offers listed on the flyer or from our everyday menu at regular price and either pick-up their pizza or have it delivered (if located in our delivery area) on the specified night. The pizza price labels are removed from the pizza boxes, attached to the flyers and returned to the school.
4. The homeroom teachers collect the completed flyers and turn them in to the person at the school responsible for this program. Once the school has collected all of the flyers, call your local Papa John's General Manager to arrange pick up.
5. As the flyers are received at our office, we will add up the net total before taxes from your Dollars for Dough night and send your school a check for 15% of the total net sales or \$25 whichever is greater. Just for participating in our program, your school is **guaranteed** \$200.00 per school year!!

*Here is a sample of the flyer*

**There are lots of ways to support your school, this way just tastes better!**

**PAPA JOHN'S**  
Better Ingredients. Better Pizza.

**Papa John's Dollars for Dough**

School Name: SCHOOL NAME HERE  
 Homeroom Teacher's Name: \_\_\_\_\_

**Here's how to receive 15% for your school!**

1. Place an order from Papa John's phone # here
2. Remove the price label from the side of your pizza box.
3. Attach the label to this sheet where indicated below.
4. Return to your Homeroom Teacher by the end of the week.

Adhere your pizza receipt here

Adhere your pizza receipt here

Adhere your pizza receipt here

If you have more than 3 PRICE LABELS, please attach them to the other side of this flyer.

**FAMILY SPECIAL**  
Two (2) Large One Topping Pizzas  
 \$19.99  
 Coupon Code: SNITE1

**CHEESY DEAL**  
An order of Cheesesticks & 2 Medium Two-Topping Pizzas &  
 \$18.99  
 Coupon Code: SNITE2

See restrictions on flyer. © 2009/10 Papa John's International, Inc. All rights reserved.



## Sample Letter to Parents Papa John's 'Dollars for Dough' Fundraiser Program

Dear Parents:

Your local Papa John's is pleased to announce that we have formed a partnership with (your school's name) to raise funds. Our program is called Papa John's '**Dollars for Dough**'. Mark your calendars and set your tables for some great tasting pizza from Papa John's!

When you, your family members or friends order from Papa John's on your school's designated night, **15% of the total net sales will be donated back to the school!** A flyer will be sent home with your children a few days before the '**Dollars for Dough**' school night. You can either pick up your fresh baked Papa John's pizzas, or if you live within our delivery area, have them delivered right to your door.

After enjoying your dinner, please remove the price labels from your pizza boxes and attach them to the '**Dollars for Dough**' flyer. These flyers with price labels attached need to be returned to the school by the end of the week in order for them to total up all net sales (prior to applicable tax) to see how much the families have raised for your school.

Your local Papa John's Pizza is committed to partnering with you to meet your fundraising needs and welcome the chance to work with your school in a fun '**Dollars for Dough**' fundraiser.

Thank you for your support.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Thompson".

Dean Thompson  
Promisekeeper

## FUNDRAISER CARDS

We offer a fundraiser coupon booklet designed to help schools & other organizations raise money. This coupon booklet has a value of up to \$138 dollars that you sell for only \$10.00. For each card sold, your school/organization keeps \$7.00!! Sell 100 cards, make \$700 for your group.

Included in the booklet are a total of 9 coupons, 8 of these have a FREE product offer from Papa John's good for Carryout or Delivery. The ninth coupon is a \$10 off your carryout order and makes the Fundraiser card an easy sell as prospective buyers will see they get their money back with their first order!! These coupons are accepted at more than 125 stores in and around the Metro Atlanta area, including Macon, Augusta, Columbus and Chattanooga.

Your school/organization can request the cards at any time and will be set up with an account. The cards and an invoice will be sent to your local Papa John's within a week. We recommend 10 cards per seller as a good starting point. Your school will receive a statement in 30 days and at that time you may return your unsold cards and we will send an updated invoice for payment.

Please contact our office @ 770-554-9747 for further information.

*Here is a sample of the coupon.*



## PAPA BUCKS FUNDRAISER

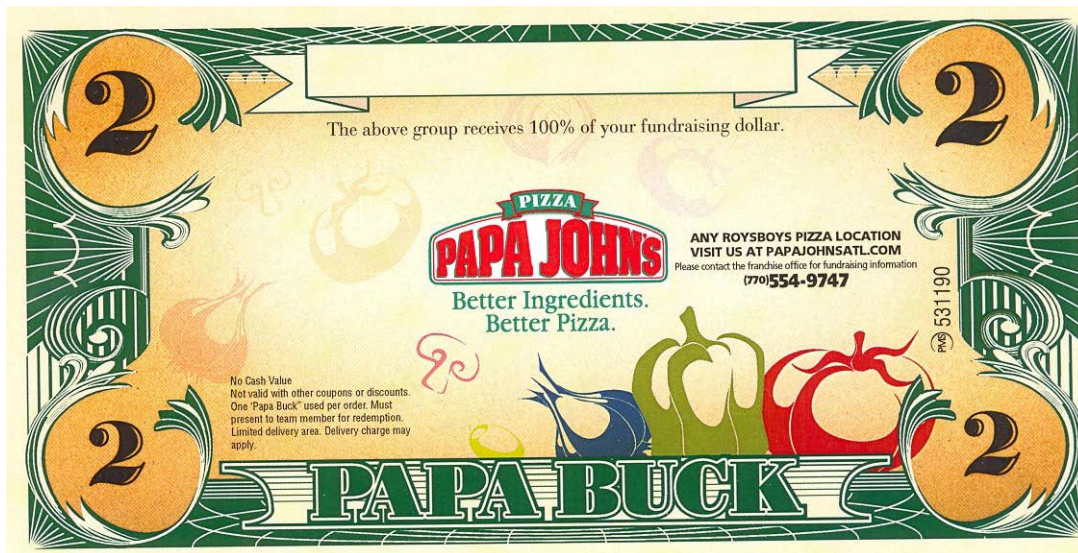
Papa Bucks are coupons worth \$2.00 off any pizza at regular price from Papa John's.

Papa John's will provide Papa Bucks FREE of charge to your school/organization. They can be sold to friends and family for \$1.00 each and your group gets to keep 100% of the sales.

Papa Bucks make great admission tickets to ball games, carnivals or other events.

Call our office @ 770-554-9747 for more information.

*A sample of the Papa Buck is below.*



## CONCESSION/CARNIVAL FUNDRAISER

Concession sales and carnivals are a great way to encourage school spirit and raise money. Papa John's can help here, too!

The Food Service chairperson simply contacts your local Papa John's restaurant and informs the restaurant manager of the date and anticipated size of the event. Papa John's sells pizzas to the group to resell by the slice or the whole pizza for a profit.

At the end of the event, the cash from the sale of the slices is used to repay the restaurant and the remaining balance is kept by the organization.

We also offer options such as fully equipped Papa John's vending trailers, gazebos, warming cabinets, heated pizza bags and advertising banners to help make your event even more successful.

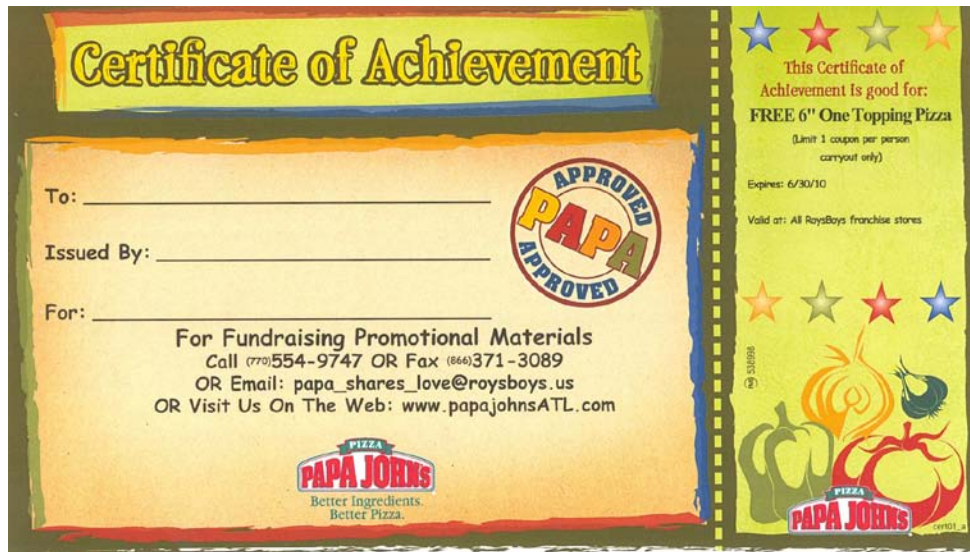
Call your local Papa John's to reserve.

## STUDENT RECOGNITION PROGRAMS

Papa John's has developed rewards that help the teachers celebrate their students' successes and triumphs.

Our Certificates of Achievement can be used to recognize Perfect Attendance, Honor Roll, Student of the Month or any other recognition you choose to give your students. These certificates include a coupon good for a FREE product at your local Papa John's as our way of saying 'Congratulations'.

*A sample of the certificate is below.*



## SCHOOL PARTIES

Papa John's Pizza is the perfect answer to the question, "What can we serve at our party or event that everyone will like and will also fit into our budget?"

As teachers plan classroom parties for special events, Papa John's can offer attractive discounts to make the celebrations special. As a '**PARTNER WITH CHILDREN**', Papa John's can offer discounted prices for party orders, providing students with a top-quality product at reasonable prices.

Papa John's can provide periodic reminders about the school parties if we are able to place party flyers in the teachers' mailboxes or leave them with the school administrator before special events and holidays. And you never know when our mascot, Mr. Slice, may even accompany the delivery drivers to your school to see all of the children.

For pricing information, please contact our office @ 770-554-9747, or email [roysboys@roysboys.us](mailto:roysboys@roysboys.us).

## LIL' PAPA PIZZA MAKING CLASS

If you're looking for a fun way to teach young children how a business works, put Papa John's on your calendar for a **Lil' Papa** field trip. This is the perfect outing for the 5-10 year old group. On the day of the tour, one of our store leaders will provide a tour of the restaurant, explain how a Papa John's pizza is made and then help the kids make their very own personal pizza using our authentic, high quality pizza toppings

The children will also receive a "Diploma" with a coupon for a Free product as well.

To schedule a **Lil' Papa** tour, call your local Papa John's General Manager or call our franchise office, 770-554-9747.

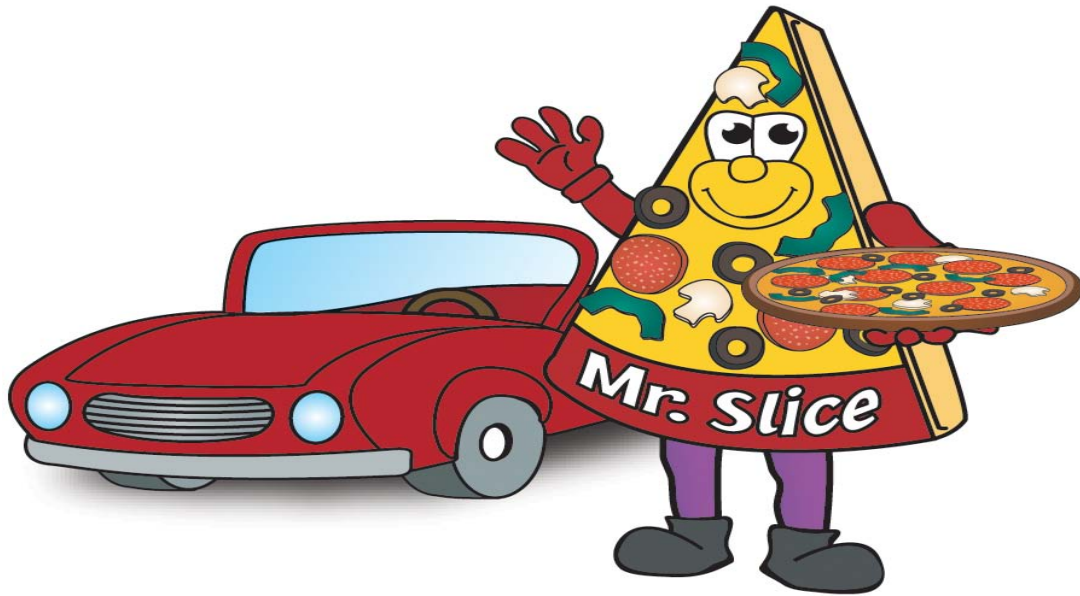
*A sample of the diploma is below.*



## HALF-TIME ENTERTAINMENT

To help generate excitement in sporting events, Papa John's has ways to help fill in a little extra time between quarters or at half-time. We will sponsor Pizza prize giveaways for various events/drawings (such as "Free Throw Shootout", "Armchair Quarterback" or "Fan of the Game").

If your athletic department is looking for ways to add value to the games and want a pizza partner, then give us a call to help organize your activities!



## PIZZA FOR LUNCH PROGRAM

Papa John's "Pizza-For-Lunch" program offers whole pizzas with select toppings that can be sold 'by the slice'. Working with your school administrators and cafeteria managers, we develop a program that will work with your school to determine the size and flavor of pizzas, the number of slices to cut the pizza and the price to charge per slice.

### Objectives

- Provide students with a desirable lunch alternative.
- Provide students with part of a nutritious meal.
- Provide additional revenue to the school lunch program.
- Provide school with a low-risk trial to determine the program's propensity for success.

### Nutritional Requirements

Papa John's will provide pizzas that meet the National School Lunch Program requirements, established by the USDA, for bread/bread alternate, meat/meat alternate for grades 4-12

### Papa John's will provide the following:

- Deliver hot, fresh pizzas to your school cafeteria within ten minutes of selling time.
- Provide you with monthly statements reflecting sales information.
- Allow orders to be placed up to one month in advance changed up to two hours prior to delivery.

For complete details on the "Pizza for Lunch" program, please call your local Papa John's. Our store manager will be able to help you coordinate your lunch program.

RoysBoys Pizza, LLC dba Papa John's Pizza  
**EVENT BANNERS**

Papa Johns has banners available to help promote your events. We will have a banner printed with our logo and your event at no cost to you. Here are a few examples:





## FASPAC CORE VALUES FOR SCHOOL PROGRAM

### *OUR TEAM'S CORE VALUES*

**F**OCUS – We must keep the Main Thing, the main thing. We will consistently deliver a traditional Papa John's superior quality pizza.

**A**CCOUNTABILITY – We do what we say we are going to do, when we say we are going to do it. We earn the right to hold others to a higher level of accountability by being accountable to ourselves, our customers, and our business partners.

**S**UPERIORITY – Our customer satisfaction must be consistent, quantifiable and demonstrable. At Papa John's, we expect excellence – the “best in its class” – in everything we do.

**P**APA (PEOPLE ARE PRIORITY #1 ALWAYS)- Our team members treat one another with dignity and respect

**A**TTITUDE – If you think you can or you think you can't – you're right! The difference between winners and losers is a positive mental attitude. Our attitude is a reflection of what we value: successful team members must be upbeat, proactive and passionate about everything they do.

**C**ONSTANT IMPROVEMENT – We NEVER stop trying to surpass our previous best. We constantly “raise the bar.” No matter how good we are, we will always strive to get better.

RoysBoys Pizza, LLC dba Papa John's Pizza



## GENERATION BUILDERS PROGRAM

Our franchise owner, Mr. Thompson, started this program after the 1999 Columbine High School shootings, as a way to show our appreciation to the teachers who shape the minds of our future leaders.

Every April, our Papa John's franchise gives every teacher in our delivery areas, a certificate for a free product as our small way of saying "Thanks". To date, we have distributed over 125,000 certificates.

**BUY 1 GET 1 OFFER FOR TEACHERS**  
**Just show your School ID when you pick up your pizzas!**

The graphic has a dark background with two pizzas. One is a pepperoni pizza in the foreground, and another is a vegetable pizza behind it. The text is arranged as follows:

**To Our Children's School Employees**  
**Walk In/Walk Out**  
**Special\***  
Buy any Large or X-Large pizza  
at regular menu price  
and get a second pizza  
of equal or lesser value  
**FREE**

\*To receive fundraising, promotional materials, and/ or contributions please contact us:  
RoysBoys Pizza, LLC 770-554-9747  
Email: [papa\\_shares\\_love@roysboys.us](mailto:papa_shares_love@roysboys.us). Website: [papajohnsatl.com](http://papajohnsatl.com)

## **OTHER COMMUNITY INVOLVEMENT PROGRAMS**

### **RECREATION TEAMS AND BALL PARKS**

Papa John's rewards sports teams by offering 50% off Team Parties Certificates, Player of the Game Certificates, and other discounts throughout the playing season.

### **SHARE THE LOVE**

Our Papa John's franchise has set up a website and an e-mail address so that we may be easily contacted for any reason. We accept donation requests from any organization that helps develop children or work with the less fortunate in our communities. Please visit our website [www.papajohnsATL.com](http://www.papajohnsATL.com) or e-mail us [promisekeeper@roysboys.us](mailto:promisekeeper@roysboys.us) with any new ideas to "share our love" with your community.

### **LAW ENFORCEMENT AND MILITARY**

Police officers, Firemen, Emergency Medical Response personnel or any branch of the Military, just show your picture ID badge and receive 50% off to any order.

### **VACATION BIBLE SCHOOL**

Our Papa John's franchise started a Vacation Bible School program in 2005. In that first year, we reached out to 37 area churches, offering programs to feed the volunteers that make VBS happen and giving Certificates of Achievement to the children with perfect attendance. Currently, we are working with more than 150 churches, over 7500 volunteers and giving out 19,000+ Certificates of Achievement annually.

To sign your church up for this program, please visit our website [www.papajohnsATL.com](http://www.papajohnsATL.com) .

**FOR ADDITIONAL INFORMATION ON OUR PROGRAMS OR FUNDRAISING OPPORTUNITIES, PLEASE CALL OUR MAIN OFFICE AT**

**770-554-9747**

**OR VISIT US ON THE WEB**

**[WWW.PAPAJOHNSATL.COM](http://WWW.PAPAJOHNSATL.COM)**

**RoysBoys Pizza, LLC dba Papa John's Pizza**

**[promisekeeper@roysboys.us](mailto:promisekeeper@roysboys.us)**