



CHARITY PARTNERS

Welcome

We're grateful to support you and your mission. Every week, Wasserhund opens our doors to local organizations who are making a difference right here in our community. By donating 25% of the night's revenue, we're able to support causes that matter — and **together, we've raised more than \$315,000 for local charities and programs.**

Your Charity Night is a chance to gather your supporters, enjoy great food and beer, share your mission, and raise meaningful funds. This toolkit gives you everything you need to promote your event, engage your audience, and make the most of your special night.

How Charity Night Works

1. We host your organization on your scheduled night.
2. 25% of revenue from that location is donated back to your mission.
3. The more guests you bring, the bigger the impact you make.
4. After the event, simply email Christine to request your check and schedule pick-up.

Your Promotion Checklist

To help maximize attendance and donations, we recommend following this simple timeline:

2–3 Weeks Before Your Event

- ☐ Create a Facebook Event and add Wasserhund as a co-host.
- ☐ Announce the event on your website or newsletter.
- ☐ Begin posting on Instagram and Facebook (templates included!).
- ☐ Send an email blast to your supporters.
- ☐ Ask staff, volunteers, and board members to share the event.

1 Week Before

- ☐ Re-share your social posts.
- ☐ Tag @wasserhundbrew on Instagram and @wasserhundbrewing on Facebook.
- ☐ Encourage your community to RSVP and invite friends.

2 Days Before

- ☐ Send a reminder email.
- ☐ Post one more time on social media.
- ☐ Share the menu or highlight a favorite dish or beer to build excitement.

Day Of

- ☐ Post a “We’re here!” message and tag Wasserhund.
- ☐ Encourage your supporters to order food and drinks — everything counts!
- ☐ If possible, have a volunteer greet guests with info about your mission.



Social Media Resources

Social Handles

- Instagram: @wasserhundbrew
- Facebook: @wasserhundbrewing

Always tag us in your posts so we can amplify your message!

How-To Guides

- [How to Create a Facebook Event & Add Us as Co-Host](#)
- [How to Tag Wasserhund on Instagram](#)

Downloadable Logo and Brand Assets

If you plan to use the Wasserhund logo in promoting your event, please download the logo here and review our brand style guide for usage guidelines:

[Link to download Wasserhund logo for their promotions along with a brand style guide](#)

Please share your logo with us via our [Google drive folder](#) so we can help promote your organization. PNG, SVG or EPS logo files are preferred.

Plug-and-Play Messaging Templates

Sample Email to Supporters

Subject: Join Us for Charity Night at Wasserhund — Support **<Organization>**!

Hi friends,

We're excited to partner with Wasserhund Brewing Company for a special Charity Night! Join us on **<date>** at the **<location>** taproom and enjoy great food and beer while supporting our mission.

Wasserhund will donate 25% of the night's revenue, so every bite and every sip helps make a difference. Bring your family, friends, and neighbors — and unleash good times for a good cause!

We hope to see you there!

Sample Social Caption

We're teaming up with @wasserhundbrew for a Charity Night on **<date>** at their **<location>** taproom!

25% of the night's revenue supports our mission — so come enjoy great beer, great food, and great company for a great cause. Let's unleash good times, for a good cause!

Sample Text Message

Want to help **<Organization>**? Join us at Wasserhund **<location>** on **<date>** — 25% of tonight's revenue is donated back to our mission! Come grab dinner and make a difference.



Customizable Canva Templates

Use our ready-made designs to promote your event with ease:

- Social posts ([Invite 1](#), [Invite 2](#))
- [Flyer](#)
- [Facebook event graphic](#)

New to Canva?

Watch our [short tutorial](#) for how to use the templates.

A Friendly Reminder

To help create the best experience possible:

- Please promote your event at least two weeks ahead.
- Let us know if you plan to bring materials, signage, or volunteers.
- After your event, email Christine to schedule your check pick-up.

We truly appreciate your partnership and the work you do to strengthen our community.

About Wasserhund & Our Commitment to Community

Wasserhund Brewing Company was founded on great beer, good company, and the belief that strong communities make life better for everyone. As a family-owned business that values connection, generosity, and fun, we are proud to give back to the neighborhoods we call home.

We're honored to support your mission — and we're cheering you on every step of the way.

What's Next?

If you know of another local charity who might be a great Charity Partner for Wasserhund, we would welcome your referral. Please share the interest form with them here:

wasserhundbrewing.com/charity-partner-toolkit

One More Thing... Share Your Story!

We would love to help amplify the impact of your organization. If you're open to sharing your experience on video after your Charity Night, [please reach out](#). We'll coordinate a short, friendly conversation to highlight the good you're doing and inspire others.

For all this information and more, visit wasserhundbrewing.com/about/charity-partners.

