

How to Run a Profit Share

What is a Profit Share?

A profit share is an agreement between your organization and a business to share the profit of a certain period of sales. Your organization promises to advertise and bring in customers, and the business, normally a restaurant, will give you a piece of the profit. The amount they share can range anywhere from 10% - 50% of the profits they make. Depending on how many customers your organization attracts, it is possible to make several hundred dollars from a profit-share event.

Find a Location

Name	Location	Links
&Pizza	2224 F St NW, Washington, DC 20037	https://andpizza.com/fundraisers
Chipotle	2000 Pennsylvania Ave NW, Washington, DC 2000	https://community.chipotle.com
Crepeaway	2001 L St NW, Washington, DC 20036	https://www.crepeaway.com/fundraiser
Jetties	1609 Foxhall Road NW Washington, D.C. 20007	Contact (202) 891-7690 for more information.
Panera	800 21st Street NW, Washington, DC 20052	https://fundraising.panerabread.com
Roti	2221 I St NW, Washington, DC 20037	https://roti.force4good.com
South Block	2301 G St NW Ste 2, Washington, DC 20052	https://www.southblock.com/fundraisers

Find a Date

Remember to consider the following when choosing a date:

- Student schedules
- Holidays
- Mealtimes
- Overlap with other events and profit shares

Also, remember to book the event as far in advance as possible to secure the best possible date and time.

Logistics

GW W-9 or Tax ID Number:

The vendor you choose will likely need GW's W-9 or Tax ID Number. The Tax ID Number is 53-0196584, and the W-9 can be downloaded from [GW's Tax Department website](#).

Draft a Memorandum of Understanding (MOU):

Your advisor will help you fill out a Memorandum of Understanding (MOU) which is a legal document that protects your organization throughout this process. Reach out to your Staff Advisor or Org Help (orghelp@gwu.edu) who will assist in drafting the MOU. They will draw up the formal legal document, have it signed by the vendor and GW's signatory, and then send you the final copy.

Send the Check to USC Suite 204:

Have the check made out to The George Washington University, but be certain to have your organization's official name (no abbreviations) in the memo line.

Have the check mailed to the Division of Student Affairs and make sure to use your organization's official name (no abbreviations) as the title. The address is:

[Insert Club Name] Division of Student Affairs - Office of Student Life

ATTN: ORG HELP

800 21st Street NW, Suite 204

Washington, DC 20052

Failure to follow the instructions carefully can cause large delays in processing the payment or even prevent it from being credited to your account.

Tell Everyone:

You only make money if people show up! Make sure to advertise the event across campus, and maybe even require your members to bring a few friends with them. Also clearly state whether attendees must present a flyer or mention to the cashier that they are attending as a part of your profit share.