**Red Envelope Promotion Success Checklist For Management**

* Designate who will pass out the envelopes to your customers. Typically, this is either the host or the server.
* Ensure your staff knows to pass out 1 envelope to every table. More is acceptable if customers are from different households at the same table. The success of this promotion depends on the envelopes being passed out to your customers.
* Explain the promotion to your staff in detail: your customers get a red envelope with a prize inside from your restaurant, but they can't peek till they bring the envelope back during the redemption period to be opened in front of a member of your staff. Each envelope contains a prize from your restaurant.
* When passing out the envelopes, the staff should explain the promotion to the guests using a simple script. *“Every envelope is a winner, there’s a certificate inside for some great prizes that are listed on the envelope, you might be the big winner! But you can't peek until (redemption month) and the envelope must be opened in front of one of our staff members, so make sure you hurry back in to see what you won.”*
* Make sure they are aware of the restrictions that are printed at the bottom of the certificates inside the envelopes. We recommend opening an envelope and showing each staff member what the certificates look like.
* Go over each one of the prizes with your staff members and inform them exactly what the procedure is when someone receives a prize.
* If there is a promotional code for the promotion to be entered into the POS system, make sure staff knows what it is and the procedure.
* If you are doing any type of social media promotion (which we recommend for the promotion,) make sure there is a procedure in place to take pics/video of winners and posting.
* Encourage your staff to be excited about the promotion. If the staff is excited, the customers will get excited.
* The staff should view this promotion as a great sales-generator for your slow month that will increase sales at the restaurant. Stress the benefit to the staff and how this promotion will increase their tips.
* The envelopes should be viewed as a gift from your restaurant to your customers as a thank you.