

Spirit Night Guide and Best Practices

Contact Info

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How to Sign Up for a Spirit Night

- Reservations accepted online only:
www.Longwood.CampusDish.com.
 - Available in the “Fundraising” tab
- 2. Only completed reservations will be confirmed! You will need the following information to complete the reservation:
 - 1. Your Name, Email Address, and Phone #
 - 2. Secondary Contact Name, Email Address, and Phone #
 - 3. Your Longwood Agency Account number or access to your organizations W9 form
- Please contact Ashley Jones immediately if your organization needs to cancel.

Spirit Night Requirements

Proof of Promotion

- Due within one (1) week of submitting your reservation
 - Send the following email to Ashley Jones
 - ✓ Subject: Spirit Night Proof of Promotion (Name of Organization)
 - ✓ Body of Email:
 - ✓ 1. Organization Name:
 - ✓ 2. Your Name – Position in Organization
 - ✓ 3. Spirit Night Location:
 - ✓ 4. Spirit Night Date:
 - ✓ 5. Proof of Promotion: Must include a screen shot, file attachment, forwarded email, etc.
- If you need clarification please reach out before the Proof of Promotion is due.
 - Promotion ideas include, but are not limited to: Flyers, Emails, Facebook Events, Orca TV, etc. Reach out to on-campus and community organizations that you and other members belong.

Spirit Night Requirements

Agency Account Number or W9

- Due within one (1) week of submitting your reservation.
 - Send the following email to Ashley Jones within one (1) week from submitting your reservation.
 - A completed W9 can be brought to the Dining Services office on the ground floor of Dorrell Dining Hall or emailed to Ashley Jones:
 - ✓ Subject: Spirit Night (Agency Account Number/W9) (Name of Organization)
 - ✓ Body of Email:
 - ✓ 1. Organization Name:
 - ✓ 2. Your Name – Position in Organization
 - ✓ 3. Spirit Night Location:
 - ✓ 4. Spirit Night Date:
 - ✓ 5. Agency Account Number or attached W9:
- If you put your Agency Account Number in the Spirit Night Form like requested you can skip this step. If you know you are already listed as a Vendor you can skip this step. Contact Ashley before assuming.

Spirit Night Requirements

Spirit Night Representative

- Present 5pm – 7pm at Spirit Night (Moe's Southwest Grill & Chick-fil-A)
 - The representative must sign in with **management (not a cashier or anyone else)** upon arrival.
 - The representative(s) should greet guests, thank them for their support, and handle any additional activities (raffle, games, photos, etc.).
 - The representative(s) must bring some form of literature on their organizations, ideas include, but are not limited to: brochures, handouts, posters, tri folds, etc. If the Organization is fundraising for a group other than themselves they may have that information out instead.

Spirit Night Requirements

Proof of Performance

- Due within forty-eight (48) hours after your Spirit Night.
 - Send the following email to Ashley Jones
 - ✓ Subject: Spirit Night Proof of Performance (Name of Organization)
 - ✓ Body of Email:
 - ✓ 1. Organization Name:
 - ✓ 2. Your Name – Position in Organization
 - ✓ 3. Spirit Night Location:
 - ✓ 4. Spirit Night Date:
 - ✓ 5. Proof of Performance: Must include an image of your organization at your Spirit Night and the organization's display.

Spirit Night FAQ

- How long does it take for my Spirit Night to be approved?
 - It will take up to two (2) business days for your Spirit Night to be approved once the Proof of Promotion and the Agency Account Number/W9 have been emailed to Ashley Jones. Once the Spirit Night is approved you will receive a confirmation email.
- Why has my Spirit Night not been approved?
 - All reservations are marked as pending until approved. Most likely we are waiting on your Proof of Promotion or Agency Account Number/W9. **If the requirements were not met in the time frame your pending reservation may have been canceled without notice and you will have to submit another request for a Spirit Night.** Please contact Ashley Jones if you have any questions.

Spirit Night FAQ

- What is the process to get a Spirit Night and how long does it take?
 - 1. Submit a pending reservation for a Spirit Night here.
 - 2. Within 1 week/7 days submit a Proof of Promotion, and Agency Account Number if you didn't submit it with your Spirit Night form. If you are an Aramark Vendor have the W9 submitted in this time frame, along with your Proof of Promotion. **If these items are not submitted in the time frame the Spirit Night may be deleted without notice.**
 - 3. Once submitted it will take two (2) business days for your Spirit Night to be approved.
 - 4. Within forty-eight (48) hours after your Spirit Night submit your Proof of Performance.
 - 5. One (1) week following the Spirit Night you will receive an email detailing the proceeds raised with a final confirmation of the account the proceeds will be deposited into.
 - 6. Finally, one (1) month from the Spirit Night the proceeds will be deposited.

Spirit Night FAQ

- How many spirit nights can my organization host?
 - Organizations are typically only permitted to host 1 spirit night with Longwood Dining each semester; 1 at Moe's or Chick-fil-A - not 1 at each location. If a vacancy occurs an organization may be offered a second spirit night. In order to be eligible for a second spirit night an organization must prove a successful outcome during the first spirit night. A successful outcome means that all requirements were met on time and the organization received at least \$70 in proceeds.
- How much money will my organization raise?
 - If an organization fails to complete any/all requirements then it automatically forfeits all proceeds raised during the designated spirit night.

Spirit Night FAQ

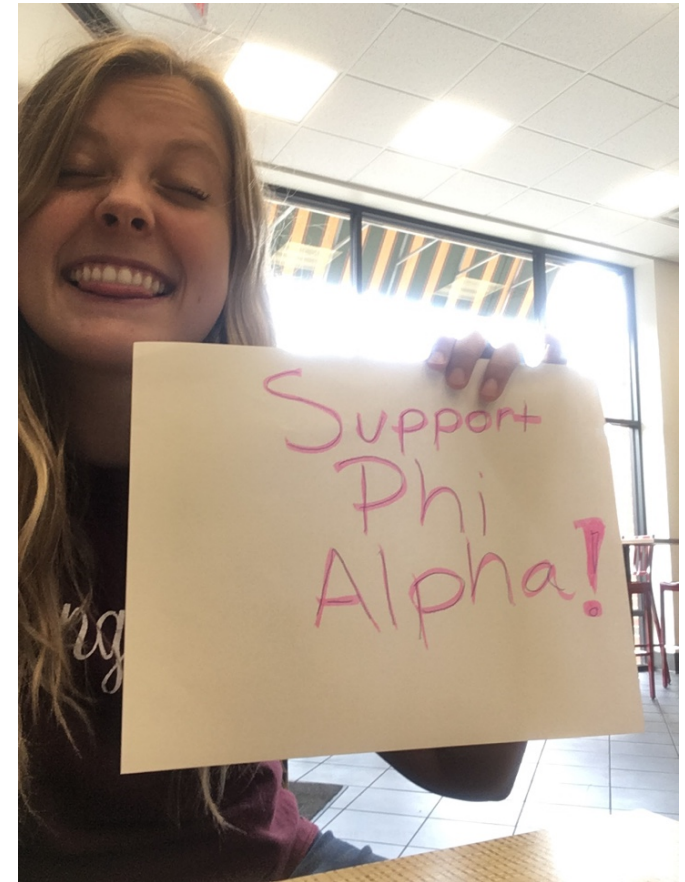
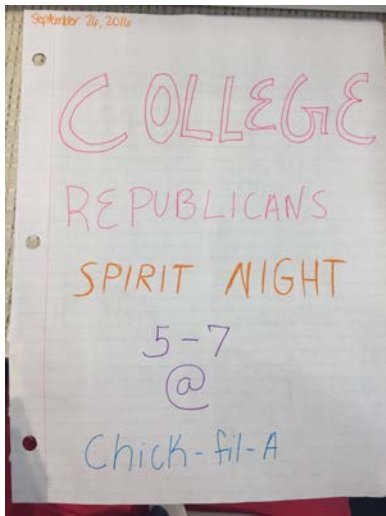
- How does my organization receive the proceeds from the Spirit Night?
 - It typically takes about 1 month from the date of the spirit night in order to process the proceeds. There are two different options for receiving proceeds. Payment information is required at the time a spirit night is reserved. It is at the discretion of each organization to choose the payment method.
 - **Aramark Vendor:** Check made payable to organization and mailed to the address provided on the W9 form. Print a blank W9 form: <http://www.irs.gov/pub/irs-pdf/fw9.pdf>
 - Complete the form and turn it in at least 7 days before the scheduled spirit night. The completed form can be faxed to 434-395-2806 or turned into the Longwood Dining Services office located on the ground floor of Dorrill Dining Hall.
 - If you are unsure if your organization is already an Aramark Vendor or if you need to update the address - please submit a new W9 form
 - **Longwood Agency Account:** Check made payable to Longwood University and deposited to the organization's campus account. An organization's agency account will begin with an "8".
 - If your organization does not yet have an agency account or if you are unsure how to access this account you will need to contact: Dawn Schwartz, Senior Manager, General Accounting & Financial Reporting, Lancaster 217D.

Spirit Night FAQ

- Can my organization pick up the proceeds in the Longwood Dining Services office?
 - No, checks may not be picked up in the Longwood Dining Services Office.
 - Longwood Agency Account: the check will be deposited directly into the provided account number.
 - Vendors: please provide a permanent address for the organization and the check will be mailed. Student addresses typically change year-after-year and are therefore not accepted as a permanent address. If an organization is already a vendor and the address needs to be updated please submit a new W9 form.

Spirit Night Best Practices

- Proof of Performance- What Won't Count
 - This handwritten note on printer paper does not count! You will not receive funds if this is sent in.
 - If you send in a picture of just your organization without signage you will not receive funds. It's a simple call to the store to find out if you showed up or not.
 - Although it doesn't hurt to have everyone wearing the same thing (Greek Letters, Org T-shirt, Uniform) it can't be your only way to show guests who the yare supporting.



Spirit Night Best Practices

- Proof of Performance- What Will Count
 - You can treat this as a fundraiser and a recruiting event for your organization. If the yare coming to support you chances are they are probably interested in joining if they haven't already



Wesley Campus Ministry brought flyers, cups and pens to give out.



Poster (required), sign up sheet and all wearing their letters (additional)



You only need a poster or handouts, but having both is better

Spirit Night Best Practices

- Proof of Promotion- Social Media
 - Facebook events are great but they need to be updated, not just created and forgotten.
 - Have a mascot or something supporters can take a picture with? Encourage them to share them on social media with a unique hashtag. Maybe even use it as a contest and give a prize to your favorite one.
 - Update social media the week of and the day of to keep it fresh in peoples minds. Remember the more people spend/the more people come out the more money for your organization.

