



How to Run a Profit Share

What's 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 you organization attracts, it is possible to make several hundred dollars from a profit share event.

Find a Location

There are several locations that are commonly used by GW student organizations. Below is contact information. Do not limit yourself to these options, though - if you have another location in mind, go for it!

VENDOR	CONTACT INFO	NOTES
&pizza (F Street)	202-849-8497	Call outside of rush meal times
Beefsteak	donations@beefsteakveggies.com	
Chipotle	Jake Park -jpark@chipotle.com	
Crepeaway	saadjallad@crepeaway.com 202-973-0404	
Jetties	202-380-9272	
Panera	Therese Burnham fundraising@panerabread.com	
Rolling Cow	https://www.rollingcowdc.com/contact	Fill out their contact form
Roti	marketing@roti.com	
South Block	funds@southblockjuice.com	
Swizzler	https://www.swizzlerfoods.com/contact/	Fill out their contact form



Find a Date

Remember to consider the following when choosing a date:

- Student schedules
- Holidays
- Meal times
- 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](#).

Keep in contact with your advisor

Your advisor will help you fill out a Memorandum of Understanding which is a legal document that protects your organization throughout this process. You simply fill out the form, which you can find on Engage and send it to your staff advisor or orghelp@gwu.edu. 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.

Money, Money, Money

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 Office of Student Life and make sure to use your organization's official name (no abbreviations) as the title. The address is:

[Insert Club Name] 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 Everybody!

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.