

On Friday, May 30, Reno High School (RHS) Key Club hosted a “Qdoba Night,” at a local Qdoba Mexican Grill, during which funds were raised to send RHS Key Club’s officers to Fall Rally. Prior to the event, approximately 1,200 flyers were passed out to Reno High students to spread the word and increase awareness of the event. The fundraiser was organized and planned by RHS Key Club President Alexis Taitel, with assistance from Clint Kolseth, Mikaela Medeiros, Jessica Thai, and Laurel Cavallo.

Qdoba restaurants offer a program called Bonus Bucks, in which any school, organization, or club can circulate flyers, persuading people to eat at a certain Qdoba restaurant at a given time on a certain date. For each flyer that is presented to the cashier, the organization or club receives 20 percent of the profits made. For example, if someone spends 10 dollars and gives the cashier a flyer, the organization or club would receive two dollars. The more flyers that are circulated mean more funds raised.

“Like you, we are part of this community,” reads the flyer. “We’re proud to be able to do our part in helping your charity, team, school, club, or other nonprofit organization by creating special fundraising initiatives such as this Fundraiser Bonus Bucks Program.”

In addition to distributing flyers, several officers wrote on Reno High’s mirror in one of its main halls. The mirror serves as a large bulletin board on which students may write announcements about upcoming events and fundraisers. An announcement was also made prior to the event to reach a larger amount of students and faculty.

“I would say the event was a success, especially for our first fundraiser of the year,” said Taitel. “A great deal of people showed up, and I feel that we may have raised a good amount of money—though we do not yet know the actual figures. We definitely made some mistakes, but we learned from them as well. It is really important for students to support each other, and I would like to thank everyone for coming and letting us reach our full potential.”