



Expanding business outreach to emerging markets.

Demonstrating a commitment to diversity and inclusion.

Increasing the number of minorities in franchising at all levels.

Assisting IFA members with tools and resources to target the \$1.8 trillion multi-cultural market.

a minority franchisee recruitment initiative

IFA MinorityFran

www.franchise.org/minorityfran.aspx

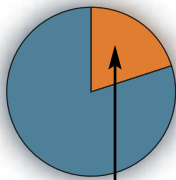


Franchising
Building local businesses,
one opportunity at a time.

What is MinorityFran?

MinorityFran is a minority franchisee recruitment program designed to assist IFA members who are interested in expanding their franchise development plans to include the \$1.8 trillion multi-cultural market. Patterned after the successful Veterans Franchise Transition Initiative (VetFran), the primary goal of MinorityFran is to assist members that are interested in reaching emerging markets, and increasing the number of minorities in franchising.

Minorities, including African Americans, Hispanic Americans, Asian Americans and Native Americans, will account for the lion's share of new population growth in the U.S. in coming years. In 2002, latest year for which the U.S. Census data is available, nearly 20 percent of all franchised businesses were owned by minorities, compared with 13.2 percent of non-franchised businesses that were owned by minorities. In many areas of the country, minorities represent new segments of consumer purchasing power. MinorityFran will provide participating IFA members with tools and resources to target these emerging markets.



\$1.8 Trillion
Multi-Cultural
Market

What are the benefits of participating in the MinorityFran program?

- Convenient place where minority prospects can explore franchise offerings of companies actively looking to recruit minority franchisees.
- Information and tools (such as the Diversity and Minority Franchisee Development Guide) to help you increase the numbers of minority franchisees, employees and suppliers in your franchise system
- Diversity recruitment workshop for franchisors during the year at events such as the IFE and the WCFE.
- Opportunities to participate in "Franchise Opportunities for Women, Minorities and Veterans Seminar" Series in major cities across the country as presenters and/or exhibitors
- Invitations to speak and/or exhibit at select events hosted by minority organizations
- Regular exposure to minority franchisee prospects through media promotion, press releases and ads
- Listing in a special MinorityFran section on IFA's website
- Logo to display on your company website and in other recruitment materials



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MinorityFran Minimum Standards

IFA members who are committed to expanding opportunities for minorities in franchising at all levels – in employment, in franchise recruitment, and in vendor relations – may participate in MinorityFran. Companies must demonstrate their commitment to diversity and inclusion through actively participating in MinorityFran.

As a part of the Minimum Standards for participation in MinorityFran, my company is committed to the following **(Check applicable statements):**

- Support two of the four activities listed below—
 - Participate in the Franchise Opportunities for Women and Minorities Seminars
 - Join IFA's Speakers Bureau and identify women and minorities who can serve as speakers
 - Designate a company representative to be the liaison for MinorityFran and work with the MinorityFran program to develop an internal minority recruitment program
 - Provide IFA with women and minority franchisees in your system that can be featured in media interviews and articles

In order to support the MinorityFran Grant program, we are asking members to make a voluntary donation (minimum of \$5000) to the IFA Educational Foundation. These funds will be used to expand franchise opportunities for women and minorities. The donation is tax-deductible and is strictly voluntary and is not a minimum standard for participation.

MinorityFran participants can tailor this program to fit existing recruitment programs or to build on such programs.

MinorityFran Referral Process

- Minority prospects learn about MinorityFran in various ways, through IFA's MinorityFran webpage, IFA media and PR outlets, attending MinorityFran sponsored programs and events in cooperation with other national organizations and through website links with many national organizations that serve minority constituencies
- Minority prospects may contact MinorityFran companies directly after downloading the MinorityFran listing on IFA's website, to inquire about the program.
- MinorityFran participants provide feedback to IFA on success of program including the number of inquiries received and franchisees that are awarded to minority candidates.
- Participating companies are recognized as they take advantage of the MinorityFran program to expand their minority outreach efforts and increase the number of minorities in their franchise systems.



Sign-up Today

Complete this form along with the questionnaire and forward to: IFA Educational Foundation at the address below.

PLEASE PRINT

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

For More Information

Contact Miriam L. Brewer, Director of Diversity, IFA, 1501 K Street NW, Suite 350, Washington DC 20005
or email: mbrewer@franchise.org