



Fund Raising Event

At Doc Burnstein's Ice Cream Lab

Thank you for your inquiry about holding a fund raising event at Doc Burnstein's Ice Cream Lab. Several schools, PTAs and other non-profit organizations have benefited from hosting a special night at Doc Burnstein's where the profits for the night go toward the group.

Please review the following information to see if one of these events is right for you, or call if you have an original idea you might like us to try.

How Can Doc Burnstein's Help You Raise Money?

Two events can raise money for your group.

- **"School Night"** is a designated evening when a portion of the total sales for the evening is donated to your group.
- **Create a Flavor Auction / Contest** is where you can auction off the chance to create and name a totally unique flavor to be served at Doc's on the school night and for two weeks after the event. The winning bid gets to work with Doc to create a flavor, then bring in their friends for a ice cream party to make the first batch. If you are not holding an auction for your group, you may consider having a contest among group members to create the best new flavor to represent your group.

Who is Eligible for These Events?

Although we would love support all worthy causes, our accountant says we cannot give away the profits every night. Therefore, to be eligible for a school night or auction, a group's mission must contribute to the education or development of youth in our community. Elementary schools and PTAs are commonly hosting these type of events, but other non-profit groups may also be eligible.

How Much Money Can Be Raised?

Your group can receive up to 15% of the sales to your group members on the School Night. The more your group buys, the more money raised. The "Create a Flavor" auction item has been a big-ticket auction item, bringing in up to \$850. By combining the School Night with an Auction, and some good promotion, one PTA raised over \$1,000.

Fund Raising Night Request

To arrange a fundraising night for your school, PTA or other non-profit organization, please complete the top section and fax to Doc Burnstein's at (805) 474-4079



School/Non-Profit Group _____

Principal: _____

School Phone: _____

Our Group would like to: Hold a "School Night" and/or Create a New Flavor Auction/Contest

Contact Person: _____

Daytime Phone: _____

E-mail: _____

Cell Phone: _____

Make Donation Check Payable to: _____

Mailing Address for Donation: _____

Date for School Night:
Tuesday

SCHOOL NIGHT HELP -- 6:15-8:30 pm

Having high-profile persons from your group help will increase attendance at the event, and will increase the donation from 10% to 15% of the evening's sales.

Behind Counter Greeter/Scooper: _____

Title/Position: _____

Table Busing/Follow-up Person: _____

Title/Position: _____

After completing above, **fax to: (805) 474-4079**. Doc will call you to discuss details and available dates.

CREATE A FLAVOR AUCTION / CONTEST

Doc's can provide a display with description and graphics for your auction table.

Auction/Contest Date: _____

Winning Bid: \$ _____

Winning Student: _____

Parents: _____

Address: _____

Phone: _____

Make Ice Cream Date/Time: _____

Flavor Name: _____

Flavor Description: _____

RESULTS & DONATION SUMMARY

School Night Day/Date: _____ Night's Sales: \$ _____ @ 10% or 15% = _____

Total Due to School: \$ _____

Check # _____ for \$ _____ mailed: _____

Thank you to student mailed: _____

Tips for Making an Event Successful

It's all about Promotion, Promotion, Promotion! The more members of your group and the community that come in on a School Night, the more money raised for your group. We have found that promotion is the difference between successful and disappointing results. To be successful, all members of your group must know about the event and new flavor, and how it will benefit your group. Then they need reminders. Additional promotion in Doc's parlour prior to the night will bring in members of the community that will support your group by coming in that night.

What Do You Need to Do?

1. Work with Doc to Choose a Date

Complete the *Fund Raising Request Form* and fax to Doc's. We'll then discuss dates available and other details.

2. Get the Word Out

Publish the date in your group's newsletter, or somehow notify all your group members of the event and how it will contribute to your cause. This should be done at least a month before the event. Doc's can help with flyers, logos, etc.

3. Find Volunteers to Help

Providing high-profile members of your group (a principal or favorite teacher) to greet customers, serve the new flavor, and talk to customers at the tables will increase attendance and make the event more fun for everyone. If two helpers are each willing to put in a 3 hour shift, Doc's will increase the portion going to the group from 10% to 15% for the evening. The volunteers are needed from 6:15-8:30 on the School Night.

4. Promotion, Promotion, Promotion

To be successful, the event needs to be promoted. We have found the following steps will ensure a successful event. If you are not willing to take these steps, both you and Doc's may be disappointed in the results.

a. Two Posters for Display in the Parlour

We need at least two posters announcing the event to be displayed in the parlour for a week or more before the event. This will increase traffic from customers who want to return to support your cause. The most attention-getting posters are grass-roots style. Be creative, keep it home grown, and in-style with your group. Posters made by kids are more effective than computer-generated ones. Unless it is obvious, telling what your organization does will help bring awareness and increase traffic.

b. Posters in Your School

Posters in the school remind students of the event and build excitement. The students who make the new flavor can create posters to reflect what they've created.

c. Reminders the Day of the Event

We can provide hand stamps to put on student's hand the day of the event. This will remind students and parents of the event they heard about earlier in a newsletter.