



ICE CREAM SOCIAL PLAYBOOK



Who doesn't love ice cream? Help your guests make sweet memories while you raise funds for the Gilbert Brown Foundation with an Ice Cream Social! You can run these monthly or weekly and picking the same day of the month or week helps guests remember and keeps the costs down for you with bulk buys and planning. I scream, you scream...nevermind, you get it! Here's how to do the rest:

- 1) Log on to <https://gilbertbrownfoundation.org/gbf-kickoff-packs/> to get all these awesome resources listed below!
- 2) Pick a day of the week & time to hold your ice cream social each week, usually 30 minutes in mid-afternoon.
- 3) Determine how your event will be staffed: Will you use your campground staff, or volunteers from your Seasonal community? If you're offering volunteers, a sign-up sheet is helpful! A person is more likely to commit if they've written their name down and you'll know what you need for help on your end to pull off the event!
- 4) Get Your Advertising Ready:
 - ✓ Using the **POSTERS** template provided on in the Kickoff Pack for Ice Cream Socials, print out posters to hang up around your location that show the day and time. No way to print posters for your event? Contact our preferred print vendor S&H Ad Specialties at (608) 525-2323!
 - ✓ Download the **SOCIAL MEDIA GRAPHICS** and update with your location/time. Then upload to your Facebook page and/or website.
 - ✓ Want to send an email to your guests? Download the **EMAIL HEADER** and send out a message to all your campers letting them know about the fun they'll have while raising money for noteworthy cause!
MAKE IT A BIG DEAL! Adding some extra bells and whistles can really add to the fun and can promote your campground at the same time! Be sure to check the **SPECIALTY ITEM SUGGESTIONS** before you leave the Kickoff Pack section of the website!
- 5) PURCHASE SUPPLIES INCLUDING: bowls, spoons (for the social, and also for serving toppings!), napkins, ice cream (if you don't normally have this on hand!), as well as an assortment of toppings and syrup. Chocolate, butterscotch, and caramel are great, as are crumbled up candy bars! A savers tip: cereals last

well in airtight containers and are a relatively inexpensive option for toppings. *Try to offer a dairy free/gluten free ice cream option for allergies so that everyone is included.*

6) **PREPARE YOUR SETTING!**

- ✓ Set up an area for those scooping the ice cream and another area for toppings/syrup. For easy cleanup later, put down newspapers or other covering. This is helpful if you're using a picnic table area vs. serving from a snack shack for example.
- ✓ Hang a list of the ice cream flavors up high so your team can see the flavors and decide what they want before they get to the table. This speeds up the process and helps avoid needing to repeat the flavors to each person.

7) **HAVE FUN & FOLLOW SERVSAFE® GUIDELINES**

- ✓ Have a volunteer or staff member take the cash (suggested donation \$5 per bowl, we have \$3 and \$5 options available in the advertising pieces) with a cash bag to make change. Put all donations in a GBF donations jar while the other two volunteers are scooping. Note: ALWAYS wear rubber gloves for scooping
- ✓ Let the guests put their toppings and syrup on themselves. Make certain you put a spoon in each of the toppings so there is no cross contamination! Keep toppings in resalable containers for easy storage.
- ✓ Place the spoons and napkins at the END of the line after the toppings so they do not cross contaminate.

8) **RECORD & DONATE:** Count the cash from the sales, mark it off on your [GBF Funds Tracker football thermometer](#) (found in the Generic Forms & Documents section of the GBF Kickoff Packs!) and mail your donation to the Gilbert Brown Foundation at: PO Box 228, Ettrick, WI 54627.



Get your team and your Seasonals involved in something like this weekly! Watch your guests, and volunteer faces light up as they not only have a blast, but support a great cause.

Have a suggestion on another GBF Kickoff Pack? [Send it to the office](#) so we can share the great ideas with other campgrounds!