

# Ice Cream Social



Amount Raised: \$1,100.00  
Event Time: 3 hours  
Prep Time: 8 hours over 4 weeks  
Participants: 35  
Location: Team Captain's House

After looking at the list of fundraising ideas from The Leukemia & Lymphoma Society, our team decided that an Ice Cream Social would be fun and easy. Nothing beats the summer heat like a cool ice cream treat! We held the event at the Team Captain's home, during the hours of 5:30PM – 8:30PM. In just 3 hours, with donations and an opportunity drawing, we raised \$1,100.00 for our Gypsy Dot Walk Team! It was awesome!

## Step By Step

Allow 4 weeks from start to finish.

### Week 1

- Contacted local ice cream shop for product donation (½ hour  
Spoke to owner about event and she donated 2 barrels of ice cream)

### Week 2

- Design & print invitations (1 hour)
- Send invitations to family, friends & neighbors (½ hour)

### Week 3

- Follow-up phone calls to make sure everyone received invitations and obtain RSVP's (1–2 hours depending on list)
- Purchase food (hot dogs, condiments, adult & children's beverages)
- Call for opportunity drawings donations (2-3 hours depending on number of donations. The Team Captain asked her coffee house employee to donate coffee product and store merchandise in order to package gift baskets. We also purchased inexpensive wine, plants & flowers from the local grocery store for gift baskets)

### Day of Event

- Pick up ice cream (½ hour)
- Decorated using Light The Night balloons, Light The Night banner, posters & brochures (1 hour We hung up Light The Night Goal Thermometers prominently so we could track donations that day)
- Setup donation table with a donation box, bracelets, Light The Night bears, information about the Walk (½ hour We had a team member at the table to collect cash/checks during the event)
- Setup opportunity drawing / prize table with tickets (½ hour We had 2 team members at the table to collect donations during the event, have donor sign drawing ticket and provide tax ID receipts)
- Team member grilled hot dogs in backyard – table setup with condiments/buns/etc. (½ hour)

## Supplies

Ice Cream = \$0  
Opportunity Drawing Gifts = \$0  
Invitations/Printing = \$15  
Food/Beverages/Baskets = \$60  
  
Out of Pocket Costs: \$75

## Tips, Tricks & the Unexpected

- ◇ Giving yourself more time to acquire donations means more money for LLS: Grocery Stores usually need 30 days prior notice in order to provide donations on behalf of The Leukemia & Lymphoma Society
- ◇ Design challenged? Use E-vite to create personalized invitations and get flyer ideas.
- ◇ Having a digital camera on hand not only captures the fun, but also provides a nice visual for thank you notes.
- ◇ Adult members of the walk team are the best volunteers when it comes to handling/collecting donations.
- ◇ NOTE: People did not have to donate a certain amount of money to be in the drawings. For each donation, we wrote the donors name on a card and gave him/her a corresponding receipt. At our discretion, the card was placed in a bag by a prize that was in that price range. Minimum donation amounts were established based on what the prize was and it's value (\$10 Light The Night Bear, \$25-\$40 gift baskets, etc.).