



"FUN"-draising

At Doc Burnstein's Ice Cream Lab

Thank you for your inquiry about holding a "FUN"-draising event at Doc Burnstein's Ice Cream Lab. Several schools, PTAs and non-profit organizations have benefited from hosting a special event at Doc Burnstein's where a portion of the profits for the night go toward the group. It's **FUN and EASY!**

How Can Doc Burnstein's Help You Raise Money??

- **"FUN"-draiser Night** is a designated evening when a portion of the total sales for the evening is donated to your group.

Who is Eligible for These Events?

Any school, school group, PTA, PTO, Non-profit, sports team, clubs or organization that **wants to raise money for a worthy cause**. Please note that Doc Burnstein's management must approve the event.

How Much Money Can Be Raised?

Your group can receive up to 15% of the sales for your time slot. The more your group promotes and sells, the more money raised.

“FUN”-draising Night Request

To arrange a fundraising night for your school, PTA or other non-profit organization, please complete the top section and bring to your local parlor.



Organization/Group _____

Tax ID#: _____

School Principal: _____

School Phone: _____

Contact Person: _____

Daytime Phone: _____

E-mail: _____

Cell Phone: _____

Make Donation Check Payable to: _____

Mailing Address for Donation: _____

Date for FUN-draiser: _____

FUN-draiser HELP -- 6:00-9:00 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.

Helper 1: _____

Title/Position: _____

Helper 2: _____

Title/Position: _____

After completing above, bring into local parlor. We will call you to discuss details and available dates.

Management Use Only:

Results & donation summary

Fundraiser Date: _____ Night's Sales: \$ _____ @ 10% or 15% = _____

Total Due to Organization: \$ _____

Accounting Use Only:

Check # _____ for \$ _____ 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 FUN-draiser 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 how it will benefit your group. Then they need reminders. Additional promotion in Doc's parlor 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 *FUN-Raising Request Form* and bring into your local parlor. 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 6:00 – 9:00 pm on the FUN-draiser 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, you may be disappointed in the results.

a. Two Posters for Display in the Parlor

We need at least two posters announcing the event to be displayed in the parlor 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/Organization

Posters in the school/organization 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.