



## Ice Cream Stall

Craving a delectable sweet treat of your favourite scoop of ice-cream, with sprinkles and a cherry on top? If so, you should consider doing an ice cream stall for your fundraising. Simple to run, an ice cream stall can be held at your church or any other appropriate location, and it is a great way to get people involved in what you're doing over the summer.

### Planning your Ice Cream Stall

#### Before the day:

##### Brainstorming and Decision Making:

1. Decide what kind of ice cream stall you want to have
  - a. What size location will you need?
  - b. What kind of ice cream do you want?
  - c. How many types of ice cream do you want?
  - d. How much of each type do you want?
  - e. What toppings do you want to have?
  - f. Will you have beverages?
  - g. How much freezer space do you have?
2. Decide on a budget, taking into consideration:
  - a. The cost of the ice cream, toppings and beverages you may have
  - b. Venue cost (if you need to hire)
3. Decide on viable dates
4. Decide on a venue
5. If relevant, contact venue and ask what dates work best with them and then book accordingly

##### Promotion:

6. Create flyers/posters with all the relevant information
  - a. Date
  - b. Time
  - c. Venue
  - d. Contact details
    - i. Name
    - ii. Phone number

7. Distribute flyers/posters: Letterbox drop, give to family and friends, announce at church etc.
8. Organise volunteers to help on the day by
  - a. Setting up the stall
  - b. Packing up the stall
  - c. Serving ice cream
  - d. Making drinks
  - e. Crowd control
  - f. Cash handling
  - g. Managing stock

### **Food and costs:**

9. Based on the number of people you are expecting to be there figure out:
  - a. What food you want to sell and how much of it you're going to need
    - i. How much are you going to sell the food for?
  - b. What drinks you want available for purchase and how many you're going to need
    - i. How much are you going to sell the beverages for?
10. Purchase/print/acquire the required items:
  - a. Signs showing where things are
  - b. Menus for the different products
  - c. Cleaning equipment
    - i. Paper towel
    - ii. Disinfectant spray
    - iii. Dishwashing detergent
    - iv. Cloths
  - d. Cash box and float
  - e. Food needed (ensure when the ice cream is purchased you have somewhere to store it!)

### **On the day:**

- f. Set everything up for the fundraiser
  - i. Set up the stall
  - ii. Prepare the ice cream
  - iii. Prepare the toppings
  - iv. Set up the drinks station
  - v. Set up the cash box
- g. Brief volunteers on their job roles
- h. Monitor the event
- i. Pack everything away at the end

## Food

There are so many toppings you can have available at your ice cream stall. You can change things up by having different flavours of ice cream with many different toppings. You may want to have the option of selling scoops in an ice cream cone or having ice cream in a bowl. Keep in mind, some guests may be lactose intolerant so it would be a good idea to have some options available such as sorbet or lactose free ice cream. Some common flavours and toppings:

- Ice cream: chocolate, almond, Crunchie, Oreo, strawberry, vanilla
- Ice cream cones
- Sprinkles/100s & 1000s
- Sorbet: mango, strawberry, coconut
- Cherries
- Oreos
- Nuts
- Toppings: strawberry, chocolate, caramel

## Beverages

Spiders: Scoop of ice cream and soft drink

Milkshakes/Thickshakes:

- Syrups:
  - Chocolate
  - Caramel
  - Strawberry

Iced mocha

- A combination of both iced coffee and iced chocolate.

Soft drinks

Iced coffee

- Coffee over ice with milk and a scoop of ice cream and if you would like, you can serve it with whipped cream on top.

Iced chocolate

- Chocolate powder melted with a splash of hot water over ice with milk and a scoop of ice cream. This can also be served with whipped cream.

## Cost

Keep in mind the price for each item according to how much it cost and what you're hoping to fundraise. You may want to have a fee per scoop of ice cream, and charge a small extra fee for toppings.

## Things to Consider

Ensure you factor in the weather and what measures you need to take to transport the ice cream from the shops to your venue. When organising your ice cream stall, ensure the location you use has a freezer for you to store the ice cream in.

## Venue

If you hold the ice cream stall at your church or your home you will not have to pay a fee, but you may like to donate if you're doing it at your church. If you do it at the park you won't have to pay a fee but you may need approval from your local council so make sure you check before making any further plans.

Suggested Timeline for Ice Cream Stall							
Week 1	Planning/ Decision making	Calling/ Preparing venues				Prepare flyers to be sent out	Send out flyers and social media post
Week 2	Organise volunteers (from now)						
Week 3						Purchase/ Acquire the required equipment	
Week 4	Finalise food and drinks				Buy ice cream and drinks	Buy ice cream and drinks	Ice Cream Stall!

*(This is a recommendation for planning your ice cream stall fundraiser)*

