

Tips on How to Organize and Host an Ice Cream Social

Pre-Planning Tips

- Consider purchasing ice cream from Walmart or Costco in large/bulk sizes
- You can charge a flat fee or by the scoop. It's usually easier to charge a flat fee, though
- Set a date/time and location (backyard/park, etc.)
- Look into a local ice cream shop as a potential sponsor or inquire if they have fundraising events for non-profits
- Create a committee and a budget
- What do you want your event to look like? Consider a color theme/toppings/do you want to add anything else (music, ice cream eating contest)

Planning for Your Event

- Purchase (or get items donated) cones/bowls/spoons/napkins
- Promote your event on social media, put up flyers in your neighborhood
- The Foundation will send you awareness material for your event
- Consider a raffle
- Consider a short program (thank you/why you are having this event, etc.)

Create Your Online Event/Fundraising Campaign (Using the CdLS Foundation's Donation Link That Will be Provided)

- Highlight the event details: date/time/location/any information you can provide about the event
- Create/provide a registration link, if needed
- Solicit volunteers (if needed)
- Make it personal; tell your story
- Use fun photos to engage your donors
- Send the link to family, friends, colleagues, social groups (create a hashtag for followers to tag and share on social media)
- People can register or make their online donations
- Reach out to local vendors and restaurants for sponsorship/donations

Identify Your Potential Donor Network

- Share your link to your event/fundraising campaign with family, friends, co-workers, neighbors, and those in your contact list, asking them to participate and support your event and the CdLS Foundation

Follow-Up – Keep Your Event Top of Mind

- Send an initial email to your contacts two months before your event, including the link to your fundraising page
- Send a reminder email, including the link, two weeks before the event.
- Confirm details with the venue, those who will be donating items for auction or food/refreshments



CdLS Foundation

Cornelia de Lange Syndrome Foundation, Inc.

- One week before your event, confirm you have all the supplies you need (cornhole games and scoreboards; if you have sponsors - flyers with their logo; music, paper products, food, beverages, pens, paper, decorations, tables/chairs if needed)

Day of Your Event

- Gather your supplies
- Print out your registration
- Get to the event space an hour before for set-up
- Have fun and take plenty of photos

Say Thank You!

- Within a few days of the event, email all your participants, sponsors, and donors a thank-you email. You can keep track of who donated through your fundraising campaign page.
- Send an email with photos/videos of the event a week afterward and let them know they can still donate

Have fun with it, and know we are here to support you every step of the way.