



**Event
Coordinator
Success Guide**

2021



About Darling's Ice Cream for a Cause

The employees of Darling's Auto Group not only find joy in fulfilling people's automotive needs, but also by helping to strengthen the communities we live in and serve. In 2012 we came up with a very unique way of giving back to our communities we serve by building an ice cream truck. It isn't your ordinary ice cream truck either, this ice cream truck hands out free ice cream and accepts donations for different causes and charities!

Our goal when we launched Darling's Ice Cream for a Cause in 2012 was simple: find a way to have some fun, do some good, and make people smile.

What better way than handing out free ice cream and soliciting voluntary donations for a good cause, any cause, from large global charities, to a friend or neighbor in need?

To meet this goal, we assembled our Darling's team, and through hard work and a whole lot of creative talent, we built this ice cream truck.

Since 2012, we've raised over \$423,000 for more than 2,100 amazing charities and causes in Maine.



Requesting a Stop

If you have an event that you'd like the truck to attend or a stop you'd like us to make, please submit your request via our website at www.icecreamforacause.com. Please fill out the form as completely and accurately as possible. To be able to schedule and coordinate an ice cream truck stop, we need some basic information from you.

What we'll need from you:

Provide the contact information for the Stop Coordinator

- You or a designee will need to be able to help us coordinate the details to maximize your stop.

Provide the date, time and location of your stop

- Most stops are scheduled in 2-hour blocks. Please consider what the **busiest** time will be at your event.
- Including a specific street address and any additional directions so our driver can find you.
- Keep in mind that our truck will need to be able to come and go, so plan to have a location where the truck is **highly visible**, but will not be blocked in.

Tell us what you will be raising money for

- Please provide details about your event and the cause you are fundraising for. The more information we have, the better we can help to promote your stop!
- Don't forget to tell us who the check should be made out to and where it needs to be mailed.
- Checks will be mailed from our corporate office within 3 weeks after the stop.



Our Booking Process

After you have submitted a request on our web site, you will receive an email letting you know the request has been delivered. If you do not receive this email shortly after your submission, **please check your email's junk/spam folder to prevent missing our email. Adding icecream@darlings.com to your email contact list can help ensure that you receive our correspondence.**

Your request will be kept on file, and we will email you before your event, confirming whether or not we're able to attend your event. If it is less than two weeks until your event and you haven't been notified of your event's status, please check your email's junk/spam folder. If you are requesting an event that is less than six weeks away, we may be able to work your event into the schedule around other events that we have

already booked.

Please only contact us to check the status of your event if it is less than two weeks until your event, and you have not received an email. You can contact us at icecream@darlings.com.

Every cause and charity is very important to us, and we try to accommodate as many requests as possible. Unfortunately, due to the sheer number of requests we receive, we are unable to honor them all.

Quick Facts

A sprinkling of information to answer commonly asked questions



- **What type of donations do you accept?**
We accept cash or checks (made out to the cause/charity). At this time we can not accept credit or debit cards.
- **How far do you go with the ice cream truck?**
Usually, we attend events within a 10 mile radius of our dealerships in Bangor, Ellsworth, Augusta and Brunswick. However, sometimes we go further if our schedule allows us to.
- **Can I request an event with multiple stops?**
Yes, we can work with you to plan an event with multiple stops.
- **My event is less than six weeks away, can I still make a request?**
Absolutely! If possible, we will work your event into our schedule around the events we already have booked.
- **Do you offer menu options for people with dietary restrictions?**
We do try to offer options for people with dietary restrictions. Please be sure to let us know in advance if there are any restrictions.
- **Can I request more than one event?**
Typically, the answer is yes. However, this year the scheduling is very different due to COVID so we ask that you only submit one request. We look forward to resuming our regular schedule in 2022. Event requests that have not been booked in the past usually take priority over events we have booked before.
- **How many ice cream trucks do you have?**
Since we attend more than 300 events per season, it may seem like we have a fleet of trucks. However, there is only one Ice Cream for a Cause Truck!



Promoting an Ice Cream Truck Stop

Once your ice cream truck stop has been scheduled, and we have verified it with your Stop Coordinator, we will work in conjunction with you to make it a success.

What we need from you once the stop is scheduled:

- 1 or more people committed to working your stop. Try to get at least one outgoing person to hype up the truck and the spirit of giving at the event. In addition, we have four ice cream costumes (three adults and one child) designed to help you really make your stop a fun time. Remember, we want to make people feel good!
- Prepare to bring any promotional materials or brochures to help explain why you are raising money for a particular charity or cause.

What Darling's does to make your event a success:

- We will provide ice cream at no charge. 100% of the money collected will go towards your cause.
- We will provide an Ice Cream Ambassador to get the truck safely to and from your stop and assist you with your event.
- Our truck will arrive at your event within approximately 10 minutes of the event's confirmed time.
- We will promote your stop on:
 - The Ice Cream Truck website www.icecreamforacause.com
 - Facebook /IceCreamForACause
- We will provide several ice cream suits that your volunteers or staff can wear to make the stop fun and exciting!
- We will provide you with a press release to fill in and distribute it to your media contacts if you choose.
- For some events, we will send a follow-up press release and photos to local media after the event.
- We will provide a PDF flyer that you can print and display in your office and other locations.
- We will provide a digital banner and graphics for you to use on your website or in e-mail newsletters.
- We will hand out "I Gave for Ice Cream" stickers - similar to the round "I Voted Today!" stickers on election day.
- Do you have other ideas on how we can get creative? Email us at icecream@darlings.com.





Here's what You can do to make your event a success!

We recommend you use as many as possible to maximize your success:

- Invite everyone you know! By phone, social media, email, in-person, or online.
Some ideas for people to invite:
 - Past donors & event attendees
 - Your organization's members, staff and volunteers
 - Family, friends & other people on your email and other contact lists
 - Media personalities and contacts
 - Local businesses in your area
 - Your corporate sponsors
- Ask your corporate sponsors if they will match the money raised to further the donations received.
- Post flyers in your office and on local community bulletin boards – libraries, grocery stores, schools, gas stations, etc.
- Promote the event in your organization's email or print newsletter.
- Post about the event on your website.
- Send an email to your members and volunteers encouraging them to stop by.
- Recruit volunteers to participate during the stop. They can help to pull people in, explain what you are fundraising for, what the cause does for the community, and to build buzz. Make sure to recruit at least one person willing to wear an ice cream sandwich suit!
- Have volunteers wear shirts with your cause's logo.
- Bring any materials you have about your organization or cause – brochures, buttons, bracelets, stickers, schwag– to hand out at the stop.
- Post about the event on your organization's Facebook page and your personal Facebook page. Encourage your members and volunteers to share on their personal Facebook pages too!
- If you use Snapchat, Twitter, Instagram and/or Facebook, tweet, post and share pictures before, during and after your event!



A Unique Way to Use the Ice Cream Truck

In our first year, we were approached by someone who, with the help of a few friends, was trying to raise money for a classmate that was undergoing treatment for cancer. They didn't have an event that we could attend, so we came up with a different approach, and the results were really amazing.

This small group of friends picked a date and booked the truck for a few hours. Then they reached out to local businesses to see if they could stop by and hand out ice cream to their employees. After receiving permission, they agreed on a convenient time, like during a break period or around lunch. Most places were happy to host the truck for 10-20 minutes, seeing it as a fun treat for their employees, and some even agreed to match the amount that was raised at their stop.

The friends took turns wearing the ice cream sandwich suit, and some even brought their kids along to help with stickers and ice cream. The generosity of the employees at each location was overwhelming. Including companies matching the donations at their stops, the ice cream truck raised more money in just a few hours than it had at any event all year.

This is a great way to use the truck to make a big difference for someone in need. The key here is to reach out to business owners that you know or who have a connection to the person you're trying to raise money for. If you can get them match donations, the amount you can raise will likely exceed all of your expectations!

Please email us to discuss a day like this at icecream@darlings.com!





Build Your Business by Building Your Community

At Darling's, our belief is that one of the best ways of building our business is by building our community and making it better for everyone. This philosophy is one of the reasons we created the Ice Cream for a Cause truck. We invite your company to join us in this practice, and help grow your business while strengthening our community, in one of the following ways:

Open House - The Darling's Truck is a great addition to your open house and it's the perfect way to draw in potential customers!

Employee Appreciation - Show your employees how much you appreciate all of their hard work with a sweet treat!

An Employee in Need - We can help to fundraise for an employee in need, lift everyone's spirits, and show them how much you care!

Company BBQ - What can make your company BBQ even more of a hit? Ice Cream!!!

Host a Charity - Sometimes charities are trying to fundraise but they need a good location to do it. You can help them by hosting a charity fundraiser at your business location – either through a partnership with a charity of your choice, or we can help match you with a charity in need!

The Darling's Ice Cream Truck will come to your business at no charge – and you choose how donations are collected, and which charity or cause you'd like the donations to go to. Donations can be collected in a few ways: from employees/customers; your company can match the donations collected from employees/customers; your company can make a set donation and ask your employees/customers to donate as well if they choose; or your company can make a donation and treat your employees/customers. We can even hand out coupons, swag, or your company information to each customer.

Questions

If you have any further questions about Darling's Ice Cream for a Cause, please email us at icecream@darlings.com or call 1-877-544-6689!



Top 10 Fundraising Events of 2019

1) Downeast Credit Union, in Calais, Fundraiser to benefit Reed Ireland & Family	\$2,495.65
2) Emera Maine Safety Training Days to benefit Bangor & Caribou Maine Veteran's Homes	\$2,008.00
3) Williams/Atwood Schools Field Day to benefit A Student in Need	\$1,387.42
4) Miles for Mills for to benefit Scoops for Troops/Travis Mills Foundation	\$1,084.44
5) Bangor 4th of July Fireworks to benefit Bangor Breakfast Kiwanis	\$928.56
6) Flash in the Pans Concert to benefit Island Community Center	\$879.65
7) Fruit Street School Ice Cream Social to benefit Fruit Street School PTO	\$770.61
8) Down East Credit Union in Baileyville Fundraiser to Benefit the Woodland School Playground	\$766.28
9) Bangor Soccer Club Game Day for Bangor Soccer Club Scholarships	\$681.85
10) Antique Truck and Tractor Show to benefit Owls Head Transportation Museum	\$606.42

Some of the Organizations We Helped in 2019



Maine Down Syndrome Network



Anah Shrine Funster Unit



Scoops for Troops to benefit the Travis Mills Foundation



Brewer High School



Buck's Mills Rod and Gun Club



Reed Ireland & Family Fundraiser



Maine Air Museum



Skowhegan Free Public Library



Pope Memorial Humane Society



Sugarloaf Charitable Trust



The Calvineers Project



MCI Student Trip to Spain



Pine Tree Camp



Hermon Little League



Best Buddies UMaine Chapter



Sullivan Fire and Rescue



Waiting Whiskers



Tremont School Garden Club



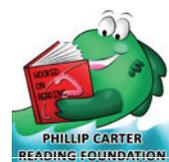
Killian Whitmore & Family Fundraiser



Empty Arms of Greater Bangor



Girls on the Run of Maine



Phillip Carter Reading Foundation



Corporal Eugene Cole Sponsorship



Western Maine Play Museum

