

## Ice Cream Scoops Challenge Support Kit Intro!

WOO HOO! You are thinking about hosting an Ice Cream Scoop Challenge in your community. We are so excited to have you on board. This package is meant to support you from start to finish, and make planning and executing The Scoops Challenge as turnkey as possible.

That said, keep in mind two important things as you read through the guidelines. First, the beauty of a Scoops Challenge is that it works **no matter how big or small your event is!** Every part of the event can be scaled up or down. Our first event had 40 teams participate in the all-you-can-eat ice cream contest. For this support kit, we will estimate an event with 20 teams just to give you a sense of “how much stuff” you will need (flyers, volunteers, ice cream, etc..). So as you read through remember, it can all be simplified or built up to accommodate more teams. A successful Scoops Challenge is about people coming together to support metastatic breast cancer research, it’s that simple!

The second important thing to note is that we are here to help you! Think of yourself as the Local Scoops Chairperson. We are the Cancer Couch Scoops Reps and it’s our job to support you **throughout the entire process!** Once you read this packet, give us a call. We can answer questions, offer advice, and we’ve also got 4 elbows (2 each of course!) and are happy to jump in and provide a little extra elbow grease if you need it. Our first event was so powerful we just want to help make as many of these happen as we can.

Help us lick metastatic breast cancer!

Sincerely,

Paula Cunningham and Vicki Swanson

[pcunns9@gmail.com](mailto:pcunns9@gmail.com) 203-820-5799

[vmswanson5@gmail.com](mailto:vmswanson5@gmail.com) 203-273-2541



# Ice Cream Scoops Challenge Support Kit Overview

We have divided the process into six main parts in order to break things down from start to finish:

Step 1 – Partner with a local ice cream shop

Step 2 – Prepare flyers and registration site

Step 3 – Invite teams to join/advertise

Step 4 – Organize and plan for the big day

Step 5 – Prepare last minute details

Step 6 – SCOOP AND CELEBRATE!

## Step 1 – Partner with a local ice cream shop and find a location for your event to take place

### **TIMING**

- About 3 months before the target date of your event

### **DETAILS**

- Approach the owner of a location (town park is a great option) and discuss the opportunity to host an event in the community to raise funds for metastatic breast cancer. Discuss possible dates and explain the overall event.
- Once you have a location secured, approach a local ice cream shop(s) and explain the opportunity to them as well
- The next page is a 1 page note with facts and details to help get the shop owner excited about the event and explain what’s involved. Best part about the event is that it is truly a “win-win!”
- The ice cream shop “gives”
  - ✓ Donates ice cream (you will need about one 2.5 gallon container for every 10 participants)
- The ice cream shop “gets”
  - ✓ To be an integral part of something meaningful in their community
  - ✓ Positive publicity for helping such a great cause
  - ✓ Possible opportunity for increased revenues – this can be further built if the owner wants to give some coupons for a free small ice cream cone (or other small denomination). Store visits to redeem coupon will likely result in additional sales during that visit

### **HELPFUL HINTS**

- If you host your event on the last day of school, then you can leverage your school(s) for advertising the event... and leverage all of the excitement kids have on the last day of school. It’s a great way to kick off the summer!
- If you can’t coordinate it for last day of school, try to think of other events to rally around (e.g., little league baseball championship day, or a back to school/one last hurrah to summer ice cream celebration)
- For our event, the ice cream SUPPLIER donated the ice cream. You can present that idea to the shop owner as an option for funding the ice cream costs, too.
- Last but not least, if you find a supplier who is hesitant about donating all of the ice cream, call us! We’ll get creative with you (e.g., we may be able to contact the ice cream supplier, get them to fund a portion of the cost, etc..).

# WE INVITE YOU... TO BE PART OF SOMETHING SPECIAL

The Cancer Couch Foundation, which raises funds for metastatic breast cancer (more details on buck slip), invites you to partner with them as part of a national effort to hold an Ice Cream Scoops Challenge in all 50 states!

In 2016, the 1<sup>st</sup> Scoops Challenge was held at Saugatuck Sweets in Fairfield, CT. The idea was to partner with a local ice cream shop, and have kids raise money for the opportunity to compete in an all-you-can-eat (in 3 minutes!) ice cream challenge.

The results were beyond what anyone could have imagined!

- \$20,000 was raised for metastatic breast cancer research
- Saugatuck Sweets benefits over the past year the shop owner noted as a result of sponsoring this event:
  - Increased awareness through media coverage, publicity, and excitement generated on that day
  - Set the stage for incremental sales and profits after the event for the remainder of the summer season
  - Built a greater connection with his core customers - parents of school age kids
  - Established his business as one which cares about the community
  - Separated his business in a very visible way from his competitors

We think that you would be a perfect sponsor for our community! We are hoping you (or your supplier) will donate the ice cream for the contest, and we will work with you to do the rest (advertise, recruit and sign up teams, provide volunteers for that day, organize the logistics and publicity)!

Help us lick metastatic breast cancer, and sell lots of ice cream while you are at it!



Funding Research for Metastatic Breast Cancer  
[thecancercouch.com](http://thecancercouch.com)



## Step 2 – Prepare flyers and registration site

### **TIMING**

- About 2 months before the target date of your event (or sooner)

### **DETAILS**

- The flyer on the next page can be customized for your event (we can email it to you, or personalize it for you)!
- For registration, we use a customized website. We will work with you to get your event up and running on the website. This is a TREMENDOUS resource and takes a lot of work out of your hands!!
  - ✓ Website collects all necessary registration and contact information
  - ✓ Website helps to facilitate signing of any required waivers
  - ✓ Most importantly, donations are made directly through the website so you do not have to count or keep track of any donations!
- Interested participants will go to [thecancercouch.com](http://thecancercouch.com) and click on a link which will forward them directly to the fundraising website and their specific event
- Once a team is entered for the event, people can log on and donate directly to their team of choice
- Donations can be accepted up until the end of the event
- The website will funnel all of the funds directly to The Cancer Couch so you do not have to count, handle, or transfer any of the money collected

### **HELPFUL HINTS**

- We can send you electronic files of any and all of our marketing materials to make the process simpler

Sample flyer to be customized

# THE CANCER COUCH

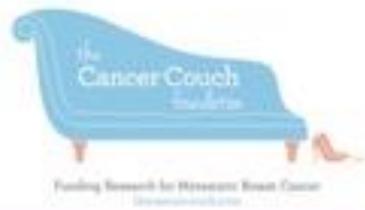
WANTS YOU TO ACCEPT THE

## SCOOPS CHALLENGE!

SPONSORED BY  
**SAUGATUCK SWEETS**

**JUNE 16TH 3:30PM**  
AT SAUGATUCK SWEETS

- TEAMS OF 4 RAISE MONEY TO COMPETE IN AN ICE CREAM EATING CONTEST
- PROCEEDS TO BENEFIT METASTATIC BREAST CANCER RESEARCH
- GO TO [THECANCERCOUCH.COM](http://THECANCERCOUCH.COM) TO REGISTER AND FOR THE FULL SCOOP!



## Step 3 – Invite teams to join/advertise

### TIMING

- 6-8 weeks before your event is ideal (and if you have less time, go for it)!

### DETAILS

- Once we have your event set up on the website, you can begin to advertise and invite teams to join your Scoops Challenge
- First, you will want to advertise at the ice cream shop that is sponsoring your event
  - We will send you a 2' x 4' banner you can hang up in the store (sample image at bottom of this page)
  - Also provide flyers in store for interested customers
- Ideas for other places to advertise
  - Local schools
  - Local recreation department
  - Libraries
  - YMCA in your town
  - Local newspapers, online news sources for your town
  - Internet and social media
  - Word of mouth with friends and family... often one of the best ways of all!

### HELPFUL HINTS

- We recommend for your first Scoops Challenge to set a limit for the number of teams participating. Some key factors to consider are the capacity of the ice cream shop, how many volunteers you have, and how much time you have to organize your event. We can discuss this more with you live and help guide you on a reasonable goal/cutoff!

(Sample banner  
(near final design))

Teams of 4  
raise money  
to compete  
in an all you  
can eat  
ice cream  
contest



WARRIORS IN PINK  
POWERED BY FORD

WE ARE A PROUD  
SPONSOR OF THE

SCOOPS  
CHALLENGE!

THE CANCER COUCH

INVITES YOU TO JOIN US  
See flyer in store for the whole scoop!

100% of  
proceeds  
to fund  
metastatic  
breast  
cancer  
research



THE CANCER COUCH  
FOUNDATION  
Funding Research for Metastatic Breast Cancer  
www.thecancercouch.com

## Step 4 – Organize volunteers and plan for the big day

### **TIMING**

- 2-4 weeks before the event you will start to do these things; some items will need to be done closer to the big day!

### **DETAILS**

- Get your friends together to help on that day!
  - If using the model of 20 teams of 4 kids (80 kids involved in total), you will need 4-8 volunteers to assist in checking in the teams, helping scoop, set up and cleanup
  - Assign 1 volunteers for publicity, and have them reach out to local media sources to publicize the event and get some coverage on that day (or after to report the success)
- Meet with your ice cream shop owner
  - Run through exactly how the day will go
  - Discuss when ice cream will be ready and what temperature you need to store it at
  - Also understand what is the desirable thawing time before you scoop it
  - Discuss logistics (and maybe designate 1 volunteer) to focus on making sure the ice cream will be stored and thawed properly
  - Map out where you will put your tables and chairs for participants (and discuss/allocate a space for fans cheering on the participants)
  - Have a general donation bucket for The Cancer Couch at the ice cream counter so patrons can donate if they wish on that day
- Contact us to “order” your awards
  - We will send you medals and other awards for your contest. You will have awards for most ice cream eaten for each age group/division that you have, as well as the team that raises the most funds overall
  - We will also provide volunteer t-shirts for your volunteers
  - We can discuss potential age groups depending on the teams who have entered
- Send communication out to your participating teams (2 weeks before event)
  - Provide detailed instructions for each team and what will happen on that day (see next page for sample instructions)
  - Each team will be given a “time slot” for their eating competition as well as an arrival time for the event to help things run smoothly

### **HELPFUL HINTS**

- Depending on the ice cream shop’s capacity and location, discuss the possibility of needing police, appropriate signage for parking, etc. to keep the event safe!

(letter to participating teams)



Congratulations on signing up for the Scoops Challenge! We are so excited you are joining the fight against metastatic breast cancer. If you have already raised \$200, that's amazing!! But don't stop there, special prizes will be awarded for the team who earns the most money in addition to the team that eats the most ice cream!

The overall contest will take place at (insert event location) from xx to xx (you will determine timing based on how many teams you have competing. We have used 3:00 as a start time below, and assumed there are 20 teams competing). Here is a rundown of the event:

- Timing and details
  - 3:00 the first two teams will check in
  - 3:15 first two teams will compete in their contest. Once the timing begins, contestants will eat as much ice cream as possible in 3 minutes
  - Another pair of teams will compete after a brief cleanup period, and so on until all the teams are finished
  - On that note, **your competition time is \_\_\_\_\_** please report in at the check in table 15 minutes BEFORE your competition time
  - It will be the team captain's responsibility to keep the team in the waiting area after they check in
  - All of the teams will be finished eating by xx, and then we will have a brief awards ceremony to celebrate ALL of our teams
  - If you have not already done so, please have ALL of your team members sign and complete the attached two waivers and bring them on the day of the event.
- The fun stuff
  - Team t-shirts are not required but encouraged! Have fun with it and decorate your own shirts
  - If you pass on making shirts, it's still really helpful for keeping the team together to have them wear the same color shirt
  - Think of a fabulous name for your team as well... attitude is everything!

Any questions at all, please contact (fill in your name and number). Thanks!!



## Step 5 – Prepare last minute details

### **TIMING**

- The week of the event/day of the event

### **DETAILS**

- Check to be sure freezers and coolers are prepared and ready for ice cream
- Set up a check in area for all teams and an “on deck circle” for teams waiting to compete next.
- Designate 4 tables for the event and number them. 1 volunteer should manage each tables, so you will have 4 volunteer “table captains”
- 4 teams will compete at a time, and eat as much ice cream as they can in a 3 minute period. Designate a volunteer (with a voice!) as your timekeeper and have them keep the teams competing posted on how much time they have left.
- Volunteers will scoop the ice cream, and the table captains will keep track of the total number of scoops eaten by each team.
- When the 3 minute period is over, the table captains will report on a large poster how many scoops the team ate. This way all teams can see their score and where they fall in the competition.
- When a pair of teams are finished, the table captains can clean up and get ready for the next group.
- For timing the event, plan for 8-10 minute times slots (a few minutes to usher the team in and give instructions, 3 minutes for eating ice cream, and 2 minutes for cleaning up and preparing for the next group).
- When all teams have gone, tally up the results and have an award ceremony, with prizes for the team(s) who eat the most ice cream (depending on how many age groups you have) and also the team that raises the most money

### **HELPFUL HINTS**

- Ice cream containers can be kept at table and scooped by table captains, or be located in a central area and scooped by 1-2 people
- Offering one flavor or limiting the ice cream choices to chocolate and vanilla allows for getting scoops ready ahead of time in cups
- If you know of anyone who has an electronic timer, it really adds to the excitement of the event as the teams compete
- Depending on the size of your event, consider other fun things to celebrate the day (balloons outside the shop, playing music, etc..)

## Step 6 – SCOOP AND CELEBRATE!

*A little glimpse of what you have to look forward to...here is some of the positive feedback we received from the first Scoops event:*

“Unlimited amounts of ice cream, raising money and awareness for The Cancer Couch Foundation on the last day of school?!? Doesn’t get much better than that! My kids had a blast competing with their friends in such a fun way, and I felt great knowing they were learning a valuable lesson about giving back to this great cause! A definite annual event for my family!” - Kyla Ricci, Fairfield, CT mother

“The excitement and energy generated by the kids to not only eat the ice cream but to raise money for such an amazing cause, was completely overwhelming. My kids have already secured their team and team name for next year!” - Tricia Eastman, Bridgeport, CT mother

“Eating as much ice cream as they want and for a good cause, it doesn’t get better than that!” - Mary Mayer, Fairfield, CT mother

“I’ve never seen anything like this, there must be 500 people here! This is what small towns and community are all about. True Americana. People coming out for a good cause, all in it together.” - Al Diguido, owner Saugatuck Sweets Ice Cream Shop and Founder of Al’s Angels

“The Scoops Challenge event is a lottery win for ALL involved. Competition with ice cream for children is impossible to top, yet the funding gained by the outstanding Cancer Couch Foundation, is the cherry on top of that!” - Sarah Bierman, Bridgeport CT

Cancer Couch founder Dr. Rebecca Timlin-Scalera rockin it at the 1<sup>st</sup> scoops challenge



Happy competitors in action



“Sweet” awards!



## Scoops Challenge Checklist!

- Secure a local ice cream shop to sponsor the event
- Work with us so we can post your event on the website
- Take flyer and customize with your Scoops Event details
- Post signs and flyers at schools, libraries, etc..
- Hang banner/large sign at ice cream shop
- Solicit volunteers to help on the event day
- Meet with ice cream owner and volunteers to review logistics
- Arrange for police supervision if necessary depending on capacity, location, etc..
- Send communication to participating teams with details on the day
- Contact local media for potential coverage on that day
- Get plastic bowls for the day (spoons and napkins provided by shop)
- Get wet ones to help clean tables quickly between rounds
- Get and send out waivers for participants if they did not fill out on crowdrise
- Make signs for the event day (number tables, check in table, etc..)
- Work with us to get appropriate awards shipped to you (medals, t-shirts, etc)
- Make large poster to keep track of ice cream eaten per team during event
- (After) Celebrate the amazing event's success, thank everyone around you, and have some ice cream... you've earned it!

## Frequently Asked Questions

Q: Does the entry fee per team have to be \$200?

A: No! We set the entry fee at \$200 per 4 person team (which breaks down to \$50 per participant), but if you feel that is too high and a lower team fee is more appropriate, go for it!

Q: What if the ice cream shop willing to host has limited space?

A: One solution is to spread your teams out, so that each team competes in it's own timeframe (instead of having 2 teams compete at the same time).

Q: Are there any legal requirements or liabilities we need to consider?

A: Your ice cream shop owner may have a waiver that all participants sign. You may also want to have a waiver so teams agree to have their pictures used in the paper, etc.. From the event. We have samples of both of these forms and can share them with you!

Q: If throwing a Scoops Challenge Fundraiser just feels "too big" for me, what else can I do to help?

A: Welcome to our version of the Ice Bucket Challenge (only a little less cold)! It is the Ice Cream Challenge to help lick metastatic breast cancer. Have someone take a video of you and keep track of how long it takes for you to eat an ice cream cone down to the beginning of the cone. Pass it on to a friend or family member. If they can beat your time, YOU have to donate \$20 to The Cancer Couch (go to [thecancercouch.com](http://thecancercouch.com) to donate). If they cannot beat your time, THEY must donate \$20, to support and research through the Cancer Couch in your name.