

## Bert & Rocky's Celebrity Scoop Night

### What you need to do:

**Plan Your Date:** Select a date that works for your organization that falls on a Monday – Thursday evening. Evenings from 6 - 9:00 provide enough time for 3 shifts of 1hr each or 4 shifts of 45 min each with 3 scoopers per shift.

### Recruit Your Scoopers:

- High profile people who are well recognized in your organization
- Fun & outgoing people
- Good Sports
- Tall enough to scoop – at least 5 ft tall
- **Scoopers with shoulder length and longer hair must be pulled back**
- **Scoopers must be wearing enclosed, flat shoes!!!!**

Build teams of 3 scoopers each; try to balance your teams to create good, fun competition between teams. Remember that your objective is to raise money and the outgoingness of your scoopers will have a big impact on the “fun raising”. These teams could compete against each other for the most tips raised and by recruiting customers for their shift.

**Publicize:** Put up posters, social media, banners, pass out flyers, tell friends, and tell friends to tell friends, get the word out! Again, the competitive spirit between teams will help build attendance.

Each team should show up about 10 minutes before their shift for a “scooper’s briefing”. If a team wants to have a “special” name or identity, their own colors, or even special T-shirts, it adds to the fun. Each scooper will be required to wear a hat and apron that we provide. Each scooper will have their own “scooping Technician” who will be one of our employees who will help them scoop. Each shift will be 45 minutes or 1 hour, depending on how many scoopers you have.

You will **also** need a “Greeter”. The store will still be open to the public so it is very helpful to have a **Greeter** stationed at the door to greet people coming into the store to briefly explain about the fund raiser. It just helps to inform everyone as to what’s going on.

That this is a fundraiser for \_\_\_\_\_

All the tips this evening will go to \_\_\_\_\_

The scoopers are all members of \_\_\_\_\_

This is a good opportunity to have an information table with your organization information set out.

**You will need** an additional person who will function as a “money monitor” for the evening. This person will collect the tips at the end of the evening and verify the funds raised.

**Celebrate:** Your organization will receive 20% of the sales during your scoop night hours, however, **a minimum of \$200 in sales is required to receive 20%**. Your group will receive 20% of all the sales provided they go over \$200, this covers our cost invested in the evening. You will also receive all the tips collected by your Celebrity Scoopers.