



# Ice Cream Social

04.10.18

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Journalism Day's Ice Cream Social

## Overview

Our objective was to plan and execute The School of Journalism and Strategic Media Ice Cream Social during J-Day's.

## What to Expect

### Task, Times, and Dates

(Items 3-5 in the section below should be done all at the same time.)

1. Meet with professor over Ice Cream Social- discuss previous socials and what worked best. Journalism professors are not always the most helpful, but Amy Unruh knows everything so utilize her expertise.
2. Find ice cream donor
  - a. The sooner this is determined, the more smoothly you can plan promotional items for the social. Make sure you tell the donor you will advertise for them and that you are willing to hand out any promotional items (coupons, t-shirts, etc.) that they provide.
3. Find donors for raffle prizes (swag)
  - a. Be sure to have some way to thank your donor and promote them during the social- we posted pictures of the prizes with the people that won them and tagged the companies on Instagram. We also took thank you notes to the companies.
4. Create promotional material: flyer, social media formatted posts, etc.
  - a. The ice cream donor will most likely want their logo on the flyers, so the sooner you can figure out who is providing ice cream, the sooner the flyer can be approved. Make sure there is an emphasis on the fact that the social is for journalism seniors on the promo materials.
  - b. Send promotional material out for approval by mid February- this way you can start promoting before spring break.
  - c. Plan out your schedule for social media posts, flyer placement, and “day of” promo. We had graphics for instagram scheduled 3 weeks before the event. We started by posting the flyer, then we had a post for every week, the day before, and the day of. On the weekend before, we took pictures of all the prizes and made an animation to post on the instagram story. This way students could see some of what they would win. On the day of, we posted pictures of people who won the prizes from the local companies.
5. Find a place to borrow tables & chairs from (we ended up only needing 3 tables and 3 chairs)

6. Execute fine details, including: chairs, coolers, tables, music, prizes for the raffle, and publicity.

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- a. Chairs and tables came from The School of Journalism and Strategic Media and Alpha Omicron Pi Fraternity
- b. Used personal speaker with appropriate playlist
- c. Admin team in charge of publicity until week before event. During the event our team took over the Instagram page to post stories
- d. Chalk the sidewalks around Kimpel (unless it is raining)
- e. On the day of the social, have people outside and inside Kimpel handing out flyers to students
- f. The week of the event plan to put out flyer mostly in Kimpel, some in JB Hunt, and a couple in the Union. The idea is to only recruit journalism seniors.
- g. Decorations for table at social- tablecloths, banners, etc. (Amy Unruh provided some decorations, and we brought some ourselves)
- h. Arrange pickup or delivery with ice cream donor- Shakes delivered it to Kimpel and we had a team member waiting to meet them

7. Day of Event

- a. Arrive approximately 2 hours before the event to begin setup
  - i. Decorate the table & area
  - ii. Set up raffle prizes on table
  - iii. Have a separate table for Lemke Alumni sign ups
  - iv. Have a cup to draw raffle tickets out of
  - v. Make sure the ice cream is in a cooler to keep it frozen
  - vi. Set up the Lemke Alumni table before the ice cream table, so students sign up before they are handed ice cream

## Places contacted for swag

- We started emailing local businesses about 2 weeks after class started (Early February)

Email format used:

Good evening, I am a student at the University of Arkansas and my team and I are covering an event for The School of Journalism and Strategic Media. We are hosting an Ice Cream Social for the Seniors of the School of Journalism and Strategic Media. With this social, we are encouraging the Seniors to join the Lemke Journalism Alumni Society. During the Ice Cream Social we are raffling off prizes for the Seniors to win. We would love for your company to donate to the raffle! We accept coupons, gift cards and anything else that you would want to donate. We would love to promote your company at the social, if you choose to donate. Thank you for your time and if you have any questions please feel free to contact me.

- fayettechill: contact us page
- Walmart (pick up form at customer service)
- Andy's Frozen Custard(gave three \$10 gift cards)
- packrat: [info@packratoc.com](mailto:info@packratoc.com)
- something urban: [643somethingurban@gmail.com](mailto:643somethingurban@gmail.com)
- southern trend: contact us page
- riff raff: [hello@shopriffraff.com](mailto:hello@shopriffraff.com) (requires tax form done in advance)
- rick's: [celebration@ricksbakery.com](mailto:celebration@ricksbakery.com)
- puritan: [info@puritancoffeebeer.com](mailto:info@puritancoffeebeer.com)
- onyx: contact us page
- arsaga's, contact page
- slim chickens, contact us page
- mama carmen's, facebook message
- hugos: contact us page
- gearhead: [web@gearheadoutfitters.com](mailto:web@gearheadoutfitters.com) (gave jaw-string bag with goodies inside)
- pickleman's: contact us page
- mexico viejo, contact us page
- flying burrito, [arch@flyingburritoco.com](mailto:arch@flyingburritoco.com)
- grubs, contact us page
- sassy's, contact us page
- southern food company, [southernfoodcompany@gmail.com](mailto:southernfoodcompany@gmail.com)
- juice palm, [omar@juicepalm.com](mailto:omar@juicepalm.com)
- nutrition hog, [nutritionhogclub@gmail.com](mailto:nutritionhogclub@gmail.com)
- stone mill, contact us page
- briar rose bakery, [briarrose@nwacottage.com](mailto:briarrose@nwacottage.com)
- foghorns, contact us page
- pieology, [www.pieology.com/fundraising-requests/](http://www.pieology.com/fundraising-requests/)
- hugos: contact us page,
- gusanos, contact us page
- impressions, [hello@shopimpressions.com](mailto:hello@shopimpressions.com)
- ozark bowling, contact us page
- houndstooth, [lovethelab@houndstooth.com](mailto:lovethelab@houndstooth.com) (gave basket including: a whooley, two shirts, a fanny pack and a cup full of stickers)
- b unlimited contact us page (gave a \$25 gift card)

- Note: E-mail addresses and contact information may have changed, so double check before you contact them. The highlighted companies are those that donated prizes.

## Places to contact for ice cream donation

- Shakes Frozen Custard (this is who we used and they said they would help again)
  - Contact: Amanda Osborne | (479) 200-6442
- Dairy Queen
- Maggie Moos
- Andy's Frozen Custard
- Braums
- Kream
- Burton's Creamery

## What Went Well and What Did Not

### I. Positives

- Collection and pick up of "swag"
- Graphics for the following: Flyers, Instagram post, Instagram stories and Website
- Shakes delivery went smoothly
- Although Andy's didn't donate ice cream, they donated gift cards
- Set up went well- the environment was friendly and fun. People were interested in what was happening.

### II. Negatives

- Communication with professor in charge needs to be stronger
  - Clear communication on how to contact "swag donors"
  - Communication with professor over who to contact for raffle prize donations- some businesses required Tax ID numbers.
  - What items we need for set up (decorations, etc.)
- It takes a long time for the graphics to be approved- we've should've started this as soon as we were assigned the ice cream social
- The district manager for one vendor was only in town once a week, so communication with him was difficult.
- All the local ice cream businesses were too small to donate ice cream, but could give it at a discounted price.
- There is no budget for this event, it is all donations based