



ICE CREAM

Social

CHAMPIONEERS!
Planning Guide

CHAMPIONEERS! ICE CREAM Social

Planning Guide and Checklists

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CHAMPIONEERS! ICE CREAM Social

How to use this planning guide

- Fill in the blanks to create your event.
- Check off the Master Checklist as you complete each section.
- Check off the event task lists to keep you on track.

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CHAMPIONEERS! ICE CREAM Social

Discover how ice cream helps students
feel emotionally safe.

There are few things more fun than an Ice Cream Social to welcome your students, parents, and staff back to school, but did you know this simple event can help create emotional safety on your campus? Since connection is one of the greatest needs for emotional safety and one of the 7 essential elements required for emotionally safe campuses, social events like this, do much more than provide a wonderful welcome. They provide a culture of connection that tells your school community they belong.

If you don't have a back-to-school event planned before the first day of school, consider hosting an ice cream social to help ease possible anxiety for the new year. This is an excellent way for children to meet their new teachers, find their classroom and connect with classmates.

This simple, low-key event, experienced through the safety of parents, can help eliminate much of the fear associated with a new school year while providing a platform for student friendships to build over mutually loved ice cream!

This IQ-EQ experience scores big by connecting all the happy schemas of ice cream to override apprehension of the unknown to create an emotionally safe haven for both parents and students.



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MASTER EVENT CHECKLIST

This is your master Ice Cream Social checklist. Mark off this list as the items are completed from the following pages.

- _____ Event created
- _____ Permission granted
- _____ Dates secured
- _____ Facility and equipment confirmed
- _____ Staff needs identified
- _____ Budget created
- _____ Promotional posters and marketing materials created
- _____ Event reminders created (sequence of e-mails, notes, calls, etc.)
- _____ Web page information created and submitted
- _____ Event agenda created
- _____ Shopping list created
- _____ Task/Volunteer checklists created
- _____ Special games or events within the event created
- _____ Thank you's created.
- _____ Follow up tasks completed



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PRE-EVENT CHECKLIST

You can successfully pull off this event in just a few weeks, but for those who are master planners and are able to schedule this back-to-school event the spring before, I've provided a four month planning schedule. This is only a guide. You can lengthen or shorten your planning schedule by consolidating the tasks to fit any timeframe you need.

Pre-event tasks: Four Months Out

- _____ Creation of Event
- _____ All needs identified
- _____ Event request submitted
- _____ Facilities scheduled
- _____ Volunteers Identified

Pre-event tasks: Three Months Out

- _____ Marketing pieces created
- _____ Marketing submitted for approval
- _____ Staff announcement from admin.
- _____ Back-to-school announcement/info submitted
- _____ Place in up-coming events portion of web page.
- _____ Suppliers identified

Pre-event tasks: Two Months Out

- _____ Printing completed
- _____ Supply orders submitted





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Four Weeks Out

- _____ Update Website with any additional information
- _____ Make final confirmations of facilities
- _____ Confirm back-to-school announcement
- _____ Confirm administration/staff coordination

Three Weeks Out

- _____ Submit press release for community announcements
- _____ Confirm Supplies
- _____ Follow through on any last minute items

Two Weeks Out

- _____ Follow through on any last minute items
- _____ Complete pre-created décor' items

One Week Out

- _____ Follow through on any last minute items
- _____ Coordinate set-up and décor'
- _____ Reminders to volunteers, staff, and parents

The Week of the Event

- _____ Follow up informational sequence
- _____ Final digital announcements
- _____ Equipment and supplies secured





Social

The Day Before the Event

- _____ Confirm all teams are ready
- _____ Greeters/Hosts/Servers
- _____ Ice Cream Scoopers
- _____ Set Up
- _____ Facilities
- _____ Décor' Completed
- _____ Supplies delivered
- _____ Equipment secured

The Event

- _____ All items delivered
- _____ Volunteer check-in
- _____ Set-up completed
- _____ Clean-up completed

Post Event

- _____ All items returned
- _____ Volunteer /staff evaluations and recommendations
- _____ Thank you's sent





CREATION OF EVENT

Create your event by filling in the blanks of this worksheet. Use the Master Checklist and Event Checklists to complete the tasks identified in your worksheet to host a perfectly planned and executed event!

EVENT THEME (What?)

Back-to-School Ice Cream Social

PURPOSE (Why?)

- ♦ To connect parents and students with teachers and friends.
- ♦ To remove back-to-school anxiety by allowing children to find their classrooms in advance.

TARGET (Who?)

Students and parents.

DATE and TIME (When?)

Date: _____ Time: _____

VENUE (Where?)

Gym

Lawn

Cafeteria

Other: _____



STAFFING NEEDS & RESPONSIBILITIES

Position	Volunteer Name/Email	Duties and Responsibilities
Project Lead		Plan and organize event. Make phone calls and scheduled check-ins to ensure that all is going well.
Volunteer & Staff Coordinator		Works closely with project lead to coordinate volunteer and staff communication and involvement in the event.
Event Manager		Works closely with the lead to assist during the event to ensure everything is set up and ready to go before and during the event.
Marketing Coordinator		To create, print and coordinate distribution of posters, information, and marketing materials. Billboards, newspaper, school & district newsletters, flyers etc.
Supply Coordinator		Coordinates the identification, purchase, and delivery of all supplies. Also coordinates finally clean up and storage or distribution of leftover supplies. This includes equipment needs.
Décor' Coordinator		To assist in designing ice cream booth or table as well as location of ice cream social if any optional décor' will be used. Don't forget to consider audio atmosphere with festive music in the background.
Set-up/Clean-up Coordinator		Coordinate and manage all things pertaining to set-up and clean-up.
General Helper		Parents who are available to help anywhere there is a need or who have special talents, such as make-up or hair.



BUDGET/SHOPPING LIST

Done	Item	Suppliers	Cost
	Facility		
	Marketing		
	Ice Cream		
	Toppings		
	Cups/Cones		
	Spoons		
	Napkins		
	Decor		
	Other		
	Total		



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MARKETING

Done	Item	Designer	Supplier	Cost
	Press Release			
	School Announcements			
	Parent Announcements			
	Webpage Announcement			
	Event Posters			
	Correspondence Sequence			
	Thank You's			
	Other			
	Total			

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AGENDA

This event is an open house so no formal agenda is required. The following is an informal guideline for staff and volunteers.

Open House 5:00-7:00

Set-up/Volunteers:	3:00-4:30
Staff Check-in:	3:30-4:30
Early Greeters:	4:30-5:00
Event:	5:00-7:00
Clean-up:	7:00-8:00





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SET-UP / CLEAN-UP

Done	Task	Volunteer Name/Email	Duties and Responsibilities
	Set-up Ice Cream Station		Efficiently lay out supplies for fast moving lines and easily distribution. Can anything be pre-served?
	Set-up Décor' & Signs		Adequate signage of location and directions.
	Set-up Equipment		Mic's, speakers, extension cords, music, seating, etc.
	Set-up Garbage Cans		Adequate garbage cans with easily replaceable liners.
	Clean-up Ice Cream Station		Toss, store, or distribute all left over supplies. Clean entire station area including wiping of tables.
	Clean-up Décor' & Signs		All marketing and décor' properly stored for next time or disposed of.
	Tear-Down Equipment		All equipment accounted for and returned.
	Clean-up Garbage Cans		All garbage on site properly disposed of and new liners replaced.
	Clean-up Floors		All surfaces, including floors properly cleaned and tidy.
	Final Check		One last check. Remember to check bathrooms and grounds. If your location does not provides a custodian.