

# Bring Your Own Bowl ICE CREAM

## SUPPLIES

- Ice Cream Gallons (1 per every 12 people)
- Chocolate Syrup
- Strawberry Syrup
- Carmel Syrup
- Crushed Butterfinger Bits
- Chocolate Chips
- Whip Cream
- Cherries
- Sprinkles
- Extra Bowls
- Spoons
- 4 Ice Cream Scoops
- Cooler with Ice
- Sign Up Sheet
- Invite to Group Cards
- Fliers with Other Upcoming Events
- Table Cloth with Logo
- Ignite Banner

## IGNITE OUTREACH

Bring Your Own Bowl Ice Cream is a popular and effective outreach for reaching a large amount of students and inviting them to your group. Expect 100+ students to show up.

## TIPS

### PRIOR TO OUTREACH

- Best done during the start of the school year
- Reserve a table in a heavily-trafficked area of campus
- Print up fliers and hang around campus at least 1 week prior to the event
- Use social media to promote the event (i.e. - create a Facebook event, send Shapchats, post on Instagram)

### STAFFING OUTREACH

- Plan to have 8-10 students to help (4 to dish out ice cream, 2 to hand out information / get students to sign up, the rest to talk with students)
- Choose students who are outgoing
- Ask students to invite friends to event

### DURING OUTREACH

- Talk to students about your group
- Encourage students to sign up for email updates on future events — once you have their contact information, you can continue to follow up
- Be outgoing and invite passer-by's to get free ice cream

We have seen a number of students come to get ice cream and stay to hang out with friends. It's a great opportunity to have your staff and students interact on a relational level with students who come to the outreach.

## OBJECTIVE:

**AWARENESS / INVITING**

Find more resources & outreach ideas at  
[www.igniteyourcampus.com/resources](http://www.igniteyourcampus.com/resources)