

HOT COCOA BAR

SUPPLIES

- Pre-made Hot Cocoa OR
- Hot Water w/Cocoa packets
- Flavor Syrups
- Marshmallows
- Whip Cream
- Sprinkles
- Cups
- Napkins
- Serving Gloves
- Spoons
- Sign Up Sheet
- Invite to Group Cards
- Fliers with Other Upcoming Events
- Table Cloth with Logo
- Ignite Banner

IGNITE OUTREACH

Hot Cocoa Bar 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 winter months
- 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 7 students to help (2 to dish out toppings, 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 hot cocoa

We have seen a number of students come to get hot cocoa 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