



**Event
Coordinator
Success Guide**

2025



About Darling's Ice Cream for a Cause

The employees of Darling's Auto Group not only find joy in fulfilling people's automotive needs, but also by helping to strengthen the communities we live in and serve.

In 2012 we came up with a very unique way of giving back to our communities by building an ice cream truck. It isn't your ordinary ice cream truck either, this ice cream truck hands out free ice cream and accepts donations for different causes and charities!

Our goal when we launched Darling's Ice Cream

for a Cause in 2012 was simple: find a way to have some fun, do some good, and make people smile. What better way than handing out free ice cream and soliciting voluntary donations for a good cause, any cause, from large global charities, to a friend or neighbor in need?

To meet this goal, we assembled our Darling's team, and through hard work and a whole lot of creative talent, we built this ice cream truck.

Since 2012, we've raised nearly \$600,000 for thousands of amazing charities and causes in Maine.

Requesting a Stop



If you have an event that you'd like the truck to attend or a stop you'd like us to make, please submit your request via our website at www.icecreamforacause.com. Please fill out the form as completely and accurately as possible. To be able to schedule and coordinate an ice cream truck stop, we need some basic information from you.

What we'll need from you:

Provide the contact information for the Stop Coordinator

- You or a designee will need to be able to help us coordinate the details to maximize your stop.

Provide the date, time and location of your stop

- Most stops are scheduled in 2-hour blocks. Please consider what the **busiest** time will be at your event.
- Including a specific street address and any additional directions so our driver can find you.
- Keep in mind that our truck will need to be able to come and go, so plan to have a location where the truck is **highly visible**, but **will not be blocked in**.

Tell us what you will be raising money for

- Please provide details about your event and the cause you are fundraising for. The more information we have, the better we can help to promote your stop!
- Don't forget to tell us who the check should be made out to and where it needs to be mailed.
- Checks will be mailed from our corporate office approximately 2-3 weeks after the stop.



Our Booking Process

After you have submitted a request on our web site, you will receive an email verifying the request has been delivered. If you do not receive this email shortly after your submission, **please check your email's junk/spam folder to prevent missing our email. Adding darlingsict@icecreamforacause.com to your email contact list can help ensure that you receive our correspondence.**

Darling's Ice Cream for a Cause events are booked on a rolling six-week basis. We keep all events on file until we review them, approximately six weeks before the event date. Once we have reviewed all the requests for the same day and decided which events we'll attend, we email each event coordinator to confirm whether or not we'll be attending their event. This process allows us to give equal consideration to all the events requested for the same day and plan with better logistics so we can attend as many events as possible.

We accept requests for events less than six weeks away, but they may be less likely to be booked since we already have other events scheduled.

You can check your event status by going to icecreamforacauses.com, clicking on Check My Event Status, and entering the event ID code provided to you when you made your request. **Please only contact us to check the status of your event if it is less than five weeks until your event, and you have not received an email. You can contact us at darlingsict@icecreamforacause.com**

Every cause and charity is very important to us, and we try to accommodate as many requests as possible. Unfortunately, due to the sheer number of requests we receive, we are unable to honor them all.

I ♥ ICE CREAM

Quick Facts

A sprinkling of information to answer commonly asked questions

- **What type of donations do you accept?**
We accept cash or checks (made out to the cause/charity). At this time we can not accept credit or debit cards.
- **How far do you go with the ice cream truck?**
Usually, we attend events within a two-hour radius of our corporate office in Brewer, Maine. However, sometimes we go further if our schedule allows us to.
- **Can I request an event with multiple stops?**
Yes, we can work with you to plan an event with multiple stops.
- **My event is less than six weeks away, can I still make a request?**
Yes! We'll do our best to work your event into our schedule around other booked events.
- **Do you offer menu options for people with dietary restrictions?**
Yes! We have a variety of menu options for people with dietary restrictions. There are items that are dairy-free, peanut-free, and gluten-free.
- **Can I request more than one event?**
Yes, you can make multiple requests for different events. Event requests that have not been booked in the past usually take priority over events we have booked before.
- **How many ice cream trucks do you have?**
Since we attend more than 300 events per season, it may seem like we have a fleet of trucks. However, there is only one Ice Cream for a Cause Truck!



After Your Event Has Been Booked

Once your ice cream truck stop has been scheduled, and we have verified it with your Stop Coordinator, we will work in conjunction with you to make it a success.

What we will need from you:

- Get the word out! The more you promote your stop, the busier we'll be, which means more donations for your cause. On the next page, we included tips on how to make your event a big success.
- Before your event, spread awareness that we can only accept cash or check donations. This way everyone is prepared beforehand. Checks can be made out to the charity or cause you're fundraising for.
- Please reserve a place for the ice cream truck where it is highly visible and has a lot of foot traffic but will not be blocked in, we will need to be able to come and go easily. Have a coordinator or volunteer meet us when we arrive at the event and show us where to set up.
- One or more people committed to working your stop. Try to get at least one outgoing person to hype the truck up and the spirit of giving at the event. In addition, we have four ice cream costumes (three adults and one child) designed to help you make your stop a fun time. Remember, we want to make people feel good!

What Darling's does to make your event a success:

- We will provide ice cream at no charge. 100% of the money collected will go towards your cause.
- We will provide an Ice Cream Ambassador to get the truck safely to and from your stop and to operate it at your event. If you have a volunteer that would like to assist on the truck, they are welcome to join us.
- Our truck will arrive at your event within approximately 10 minutes of the event's confirmed time.
- We will provide several ice cream suits that your volunteers or staff can wear to make the stop fun and exciting!
- We will hand out "I Gave for Ice Cream" stickers similar to the round "I Voted Today!" stickers on election day.
- We will promote your stop on:
 - The Ice Cream Truck website www.icecreamforacause.com
 - Facebook /IceCreamForACause
- We will provide a PDF flyer that you can print and display in your office and other locations.
- We will provide a digital banner and graphics for you to use on your website or in e-mail newsletters.
- We will provide you with a press release to fill in and distribute it to your media contacts if you choose.
- Do you have other ideas on how we can get creative? Email us at DarlingsICT@icecreamforacause.com.





Here's what You can do to make your event a success!

We recommend you use as many as possible to maximize your success:

- Invite everyone you know! By phone, social media, email, in-person, or online.
Some ideas for people to invite:
 - Past donors & event attendees
 - Your organization's members, staff and volunteers
 - Family, friends & other people on your email and other contact lists
 - Media personalities and contacts
 - Local businesses in your area
 - Your corporate sponsors
- Ask your corporate sponsors if they will match the money raised to further the donations received.
- Be sure to inform people that the ice cream truck can only accept cash or check donations.
- Post flyers in your office and on local community bulletin boards – libraries, grocery stores, schools, gas stations, etc.
- Promote the event in your organization's email or print newsletter.
- Post about the event on your website.
- Send an email to your members and volunteers encouraging them to stop by.
- Post about the event on your organization's social media outlets and your personal social media. Encourage your members and volunteers to share on their social media pages too!
- If you use Instagram, TikTok, Facebook, X and or Snapchat, post and share pictures and video before, during and after your event!
- Recruit volunteers to participate during the stop. They can help to pull people in, explain what you are fundraising for, what the cause does for the community, and to build buzz.
- Have volunteers wear shirts with your cause's logo. Make sure to recruit at least one person willing to wear an ice cream sandwich suit!
- Bring any materials you have about your organization or cause – brochures, buttons, bracelets, stickers, schwag- to hand out at the stop.



A Unique Way to Use the Ice Cream Truck

In our first year, we were approached by someone who, with the help of a few friends, was trying to raise money for a classmate that was undergoing treatment for cancer. They didn't have an event that we could attend, so we came up with a different approach, and the results were really amazing.

This small group of friends picked a date and booked the truck for a few hours. Then they reached out to local businesses to see if they could stop by and hand out ice cream to their employees. After receiving permission, they agreed on a convenient time, like during a break period or around lunch. Most places were happy to host the truck for 10-20 minutes, seeing it as a fun treat for their employees, and some even agreed to match the amount that was raised at their stop.

The friends took turns wearing the ice cream sandwich suit, and some even brought their kids along to help with stickers and ice cream. The generosity of the employees at each location was overwhelming. Including companies matching the donations at their stops, the ice cream truck raised more money in just a few hours than it had at any event all year.

This is a great way to use the truck to make a big difference for someone in need. The key here is to reach out to business owners that you know or who have a connection to the person you're trying to raise money for. If you can get them match donations, the amount you can raise will likely exceed all of your expectations!

Please email us to discuss a day like this at: DarlingsICT@icecreamforacause.com





Build Your Business by Building Your Community

At Darling's, our belief is that one of the best ways of building our business is by building our community and making it better for everyone. This philosophy is one of the reasons we created the Ice Cream for a Cause truck. We invite your company to join us in this practice, and help grow your business while strengthening our community, in one of the following ways:

Open House - The Darling's Truck is a great addition to your open house and it's the perfect way to draw in potential customers!

Employee Appreciation - Show your employees how much you appreciate all of their hard work with a sweet treat!

An Employee in Need - We can help to fundraise for an employee in need, lift everyone's spirits, and show them how much you care.

Company BBQ - What can make your company BBQ even more of a hit? Ice Cream!!!

Host a Charity - Sometimes charities are trying to fundraise but they need a good location to do it. You can help them by hosting a charity fundraiser at your business location – either through a partnership with a charity of your choice, or we can help match you with a charity in need! If your company is interested in being matched with a charity in need, please email us at icecream@darlings.com

What to Expect for a Business Event

The Darling's Ice Cream Truck will come to your business at no charge. Your business can choose how donations are collected, and which charity or cause you'd like the donations to go to. Donations can be collected in a few ways: from employees/customers; your company can match the donations collected from employees/customers; your company can make a set donation and ask your employees/customers to donate as well if they choose; or your company can make a donation and treat your employees/customers. If your company would like to provide coupons, swag, or other materials we can help hand them out to each customer too!

Questions

If you have any further questions about Darling's Ice Cream for a Cause, please email us at DarlingsICT@icecreamforacause.com!



Top 10 Fundraising Events of 2024

1) Outer Reach Broadband Totality Eclipse Party to benefit House In The Woods	\$1,549.08
2) Vassalboro Community School Ice Cream Social fundraiser for the Vassalboro Community School PTO	\$1,082.87
3) Spring Soccer Kickoff to benefit the Bangor Soccer Club	\$1,060.86
4) Bangor 4th of July Celebration to benefit the Bangor Kiwanis Greater Bangor July 4th Corp	\$988.50
5) Miles for Mills 5K to benefit Scoops for Troops / The Travis Mills Foundation	\$817.58
6) Piscataquis Elementary School Welcome Back Carnival fundraiser for a School Therapy Dog	\$813.56
7) Customer Appreciation Week at The Island Employee Cooperative benefitting Alfred's Christmas Fund	\$789.69
8) Bi Centennial for Burnham to benefit the Harold Alford Cancer Center	\$742.66
9) Johnson Hall Opera House's Free Waterfront Concert Series to benefit the Johnson Hall Opera House	\$690.10
10) Pemetic Field Day to benefit the SPCA of Hancock County	\$664.49

Some of the Organizations We Helped in 202

