

# The Professors' Crunchy Ice Cream



## ***Some ways to sell it! – An overview of stalls***

This document explores some of the thoughts to consider when selling Crunchy Ice Cream via a stall at a Market, fete, or other temporary event.

## **Stalls**

### ***What is it ?***

You can organise to set up a “Stall” (A place to sell, like a little shop) at a permanent or temporary event. There are all sorts of places you can hold a stall at. Some examples are the local markets, a school fete (yours or otherwise), festivals, exhibitions, events, local street or group garage sales, etc. You may even be able to organise a stall at a local shopping centre.

People attending the event walk past your stall, see that you have an interesting product and stop to buy.

### ***How long does it take ?***

Events can be ongoing (like local markets) or temporary (like fetes, festivals, etc). Normally stalls at ongoing events would be up to you to decide how long your going to attend, but at temporary events the organiser will normally look for you to attend for the duration of the event.

In general you are likely to be looking at 2 or 3 days worth of selling to achieve good sales.

### ***Why this might suit you***

If you're short on volunteers or time or both, this can be a good way to reach your fundraising targets quickly with only a few people needed to run the store.

### ***Deciding how many Crunchy Ice Creams to order***

You need to order stock from us to sell at your stall, but how many should you order? Please, just give us a call and we will help you work it out . By working out how long the stall is running for, how many hours you will be selling for and how many people you expect to go to the venue will help in guesstimate a reasonable order size.

### ***Preparing for your fundraiser***

Here are some questions you might want to think about regarding holding a stall;

- What is the target amount you are trying to raise? Avoid just saying “As much as possible” -Put a number to it!
- Is there a fixed fee charged by the event co-ordinator for you to hold a stall?
- Is there a variable fee charged by the event co-ordinator for you to hold a stall – Like a commission, hourly charge, percentage of sales etc.?
- How will you physically get your stock of Crunchy Ice Cream to and from the event? Can you safely leave it there overnight?
- Do you need to get to the event much earlier than when it starts?
- What will you hold cash in whilst at the event? And who is ultimately responsible for it?
- How will you make sure that you don't have a large amount of cash hanging around at the stall?
- How will you be effected if it's raining, windy, really hot, really cold – Etc. at the event?
- What will you have the Crunchy Ice Cream displayed on?
- What will you store the Crunchy Ice Cream in?
- How long is the set-up / pack-up time for your stall?
- What posters will you need at the event, and where will the organiser allow you to put them?
- Should you do advertising before the event, can you advertise in a news letter or with the stall co-ordinator?
- How much cash (and in what denominations) do you need in a float at the start of the event?
- Do you need to issue receipts at the event?

- How will you handle insufficient or incorrect change?
- How will you track sales, will you use the Crunchy Ice Cream template or make your own?
- For longer running events, at what point will you decide it's worth making an emergency order for more stock?
- What price are you going to be selling Crunchy Ice Cream for?
- Will you do discounts (Eg. Buy 3 for the price of 2) for larger sales?
- What will be your response to being asked for a sample?
- What will be your response to being asked "I want my money back"?
- What will be your response to bargainers?
- What will be your response to donations?
- How will you handle, lunch and toilet breaks for small numbers of volunteers?
- How far away are these amenities?
- Is there other complementary products you could sell at the same stall – Like drinks?
- Do you need to lodge any notifications with council etc. to let them know your holding a stall?
- With all the above considered, how many Crunchy Ice Creams do you have to sell to achieve your target (taking into account any payments you need to make to hold the stall)?
- How does this number compare to the number we forecasted you should order?

### ***Some thoughts on running the fundraiser***

Here are some thoughts you might want to consider for running the stall;

- Make sure everyone is aware of the answers to the questions above
- Make sure everyone is aware of the product information
- Give volunteers a cash handling demonstration before any sales commence
- Your most outgoing and confident volunteers will sell the most Crunchy Ice Cream
- Your volunteers will sell more if they are smiling and having fun themselves perhaps
  - Have mini-challenges or competitions among your volunteers throughout the event
  - Dress up as The Professors!
  - Have some music playing (Check with the relevant bodies on this one)
  - Have prizes for most people approached, most sales, best effort, etc.
- Everyone at the stall should be conscious about security of the stock and cash
- Keep tally's of how many units have been sold and for how much
- Have regular cash counts and reconcile back to your sales tally
- Move large amounts of cash to somewhere safe
- Take precautionary umbrellas for shade or shelter
- Take seats, but avoid having volunteers sit unless there is no one around
- Keep plastic bags sticky tape, blue-tac, paper, pens and a calculator on hand at the stall
- Keep a rubbish bin at the stall
- Keep some drinking water and cups available, especially on really hot days
- Great if the volunteers are all wearing a uniform, even if it is just a hat – But at least have identification that they represent your fundraiser
- Unless the co-ordinator has rules against it, your volunteers will sell more if they are gently tempting the curiosity of people passing your stall

### ***After the fundraiser***

- Organise pick up with us of any stock left over
- Work out how your stall went according to targets and promptly publish it to your volunteers

- If your fundraising group has access to a newsletter, let everyone know how you will be spending the fruits of your fundraising efforts.