

30th Annual Miss Martha's Ice Cream Crankin'

Crankin' Captain Responsibilities

First Presbyterian Church 4815 Franklin Road - Ice cream served at 3 PM



Being a Captain

Thank you for serving as a Crankin' Captain for your organization! Your job is to maximize the exposure of the Crankin' as this summer fundraising event benefitting Martha O' Bryan Center. As a Captain, you are responsible for coordinating publicity within your church/office, recruiting "Crankers" to make ice cream, and coordinating ticket sales. Your job can be made easier if you choose to assemble a small committee and delegate different responsibilities.

Publicity

Newsletters / Press Releases; Promotional posters; Announcements; Tastings

- **Newsletters / Press Releases:** Crankin' publicity information can be found in electronic format at www.marthaobryan.org/crankin/forms
 - CHURCHES: Give write-ups for newsletters and bulletins to your church's administrative assistant, and follow up to make sure the info gets out to your congregation!
 - OTHERS: Send a "press release" from your desk to colleagues or include Crankin' event information in your inter-office communication
- **Promotional flyers:** identify a prominent place to display the Crankin' flyer(s)
- **Announcements:** Seek opportunities to make announcements about the Crankin' and Martha O'Bryan Center as appropriate ("Minute for Missions" in churches, just before or after staff meetings, etc.)
- **Tastings:** Make some homemade ice cream (or buy previous Crankin' winners, available wherever Purity ice cream is sold) and host an ice cream tasting or small ice cream contest to attract ticket buyers and crankers.

Cranker Recruitment

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- Set a goal for your church or business on the total # of gallons cranked – more than your total from last year, or 1 gallon if you are new! As the number of guests at the Crankin' grows every year, we need to make more ice cream!
- Recruit volunteers to crank ice cream. Make sure you give all of last year's Crankers a call and ask them to crank again **and** to recruit a friend.
- Give recruits instructions for cranking, information about the contest, and parking passes. (One parking pass and free ticket per cranker. The rule: if a cranker is scooping ice cream at the event, they get a free ticket.)
- Crankers can enter their original ice cream creations into Purity's annual contest –Purity Dairies will produce the winning ice cream for retail sale for at least 1 year! Distribute instructions, ice cream cups,

Ticket Sales

labels, and recipe registration forms to Crankers who wish to enter the contest. Encourage contest entries. This is what makes the contest competitive and fun. If you need materials, please contact burkley.allen@gmail.com

- On May 18 and again on June 8, please report the number of Crankers you have recruited and the expected number of gallons they will produce to Burkley Allen. This helps us make sure that each organization has the right number of tables at the event.
- Advance ticket sales are critical to helping the Crankin' run smoothly because they:
 - Provide real-time funding to cover costs that are not donated
 - Speed up the entry process so that eager tasters can get to the ice cream faster
- We invite you to sell tickets whenever and wherever you are able, and we specifically ask that Crankin' Captains host a Crankin' table at your church or organization, selling tickets and Cranker recruiting sign-ups, on the last 2 weeks in May and the first 2 weeks in June.
- Ticket Prices:
 - Adults: \$10 in advance, \$13 at the gate**
 - Children: \$8 in advance, \$10 at the gate**
 - Ticket prices go up online at midnight on June 12**
- You may accept cash or check. Checks should be made out to Martha O'Bryan Center.

T-shirts

- This year we are having t-shirts printed on site at the Crankin'!
- T-shirts can be screen-printed by the buyer at the event and will be ready for wear in about 60 seconds.
- T-shirts may be purchased in advance through our website
- Please use the t-shirt flyer provided to communicate this

Event day

Please arrive by 2:15 to check in at the Captain Check-in area. Enjoy the event and taste lots of ice cream!

Questions? Contact Burkley Allen at burkley.allen@gmail.com or 615-383-6604.

Thank you for your leadership as a Crankin' Captain – we couldn't do it without you!