



# Benefit Night

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“Business has a responsibility to give back to the community.”  
Ben Cohen, co-founder of Ben & Jerry’s

Ben & Jerry’s of **Davidson** has an excellent and fun way for you to raise money for your organization while treating your members to a delicious ice cream social!

It’s called **Ben & Jerry’s Benefit Night**, and here is a summary of how it works:

You will select a 2-hour block Monday through Thursday. You tell all of your organization’s members to come to Ben & Jerry’s during that time period. We will give your organization 20% of the total sales plus tips during those 2 hours. You even get money from sales of customers who are not in your organization but happen to come in the store during the time period you sponsored!

## **HERE’S AN EXAMPLE OF HOW THIS CAN WORK:**

Let’s say your organization decided to schedule a Ben & Jerry’s Benefit Night from 6-8:00PM on Wednesday. You let all of your members know about this event, and 150 attend. In addition, another 50 customers happen to come in the store during that time period. Let’s assume an average purchase is \$3.75 per customer. That is a total of \$750.00 in sales, and your organization will take home 20%, or \$150.00 from the event.

As you can see, this is a fun and easy way to raise money for your organization while letting your members socialize and enjoy euphoric ice cream! There is no cost to set this up, and we’ll run the event and help you promote it! Pick some “celebrity scoopers” to help make the night a fun and festive evening!

(Please note there is a minimum number of customers required for Benefit nights)

**Call 704 892-0604** or email us at [scoopss4u@gmail.com](mailto:scoopss4u@gmail.com) and please ask for Karen Toney, for more information or to schedule your own **Ben & Jerry’s Benefit Night!**