



THE ULTIMATE SAUSAGE SIZZLE ORGANISER GUIDE

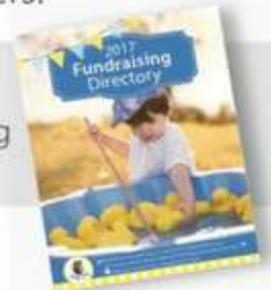
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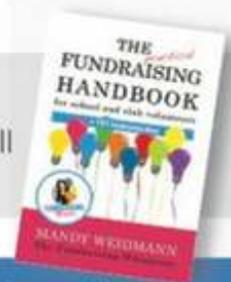
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Mandy Weidmann, publisher of the Fundraising Directory, is Australia's 'Fundraising Whisperer'. She has authored the Practical Fundraising Handbook for School and Club Volunteers and is regularly invited as a guest speaker, including for state and national parent association conferences. She is the resident Fundraising Expert for several print and online publications and writes regular fundraising tips for an audience of tens of thousands of volunteers.

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The Ultimate Sausage Sizzle Organiser Guide!



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No matter what time of year it is, we Aussie's love a sausage sizzle and they can be quite profitable for your school or club. However, there's a little more to a successful sausage sizzle than just setting up the BBQ and collecting the cash.

To ensure you have a profitable barbie, we've put together some tips that will help with organising your sausage sizzle.

Contents:

Booking your BBQ	4
Ordering your Supplies	5
Sponsors and Donations	6
Preparation List	7
Public Liability	8
Volunteers	8-9
Promotion & Other revenue Opportunities	10-11
Wrap up	12



Booking your BBQ

When you think fundraising sausage sizzle, you think Bunnings community BBQ's, but there are many more opportunities out there for sausage sizzle. Some Coles and Woolworths supermarkets also hold regular weekend barbie's, so get in touch with your local store or jump online to their website to find out more information and what's involved. Local, state or federal government elections are another great opportunity where you will have a captive audience. Election day BBQ's have become

a bit of an institution here in Australia and who can resist the smell of sausages and onions cooking whilst they're waiting in line to vote? Local markets or even your local supermarket (e.g., IGA) or smaller shopping centres might also be an option. Get in touch with the organisers or management to see if they have any opportunities.

Due to the popularity of the sausage sizzles (and the fundraising opportunities they offer), companies such as Bunnings can often have long waiting lists. If you are not already on the list, you will need

to write a letter – on your organisations letterhead - to the activities organiser at your local store. They have quite strict rules about what you can and can't do and what they will supply and what you need to bring. You will need to attend an information night prior to your BBQ and also give them a copy of your current public liability insurance.

Ordering your supplies

Don't think that you need to get too fancy when planning your sausage sizzle. For \$2.50 a sausage, no one is expecting "gourmet" and even with the best of intentions, trust me when I tell you you'll be creating more work for yourself than necessary!

Some places like Bunnings have rules about what you can sell, so it's usually easiest to stick to your basic beef sausages, onions and bread and a selection of tomato sauce, BBQ sauce and mustard for your condiments.

If you are doing an all day BBQ, then the following amounts can be used as a guideline for ordering, but note that this is a guide only and you should try to have someone on standby that can duck off to pick up more bread, sausages or sauce if necessary:

- 50kg beef sausages (most sausages are gluten free, but it's best to check with your supplier in case you are asked by punters on the day)
- 30 loaves of bread
- 20kg sliced onions (if you can't buy pre-sliced, then ensure these are sliced the day before)
 - 2ltrs of each of your condiments (tomato & BBQ sauce and mustard –many people love a bit of mustard on their sausage!)



You will also need to decide whether you will be selling drinks as well. You can sell these for up to \$1.50 each and if you buy them on special, that can be more than 100% profit on each one. Drinks sales can be quite dependent on the weather, so take this into account when ordering.

Again, don't overcomplicate it. It's best to go with about 4 different soft drink options (e.g. Coke, diet coke or coke zero, lemonade, Fanta or lemon squash). Include a diet cola and don't forget water.

Given the quantities needed, you'll most likely need to order in advance. Shop around to see where you can get the best

deals on everything, and don't think that you are limited to buying from the big supermarkets. Which leads me into my next tip ...

Sponsors or Donations

This element can make a BIG difference to how profitable your event will be. Local butchers or bakeries are often very willing to help with fundraisers and will offer big discounts on pricing or even donate a certain quantity of bread or sausages, keeping more money in your pocket at the end of the day. Make sure that you clearly convey to potential sponsors or donors what you are fundraising for and don't be afraid to ask. The worst thing that can happen is that they say no.



Preparation

Time spent in preparation is rarely wasted, so try to foresee potential problems before they eventuate.

This is a general list of the gear that you will need. Check with the organisers at your BBQ location for a detailed list of what they will supply and what you need to supply.

Preparation – Have you got everything you need?

- BBQ
- Gas bottle (it's a good idea to have a spare handy, just in case!)
- Esky's (enough for sausages and drinks to be kept cold separately – this could be up to 4 depending on their size)
- Ice (be prepared to do an additional ice run if it's a hot day)
- Trestle tables (at least 2)
- Rubbish bin (with garbage bags)
- Cash float (\$100 is a good starting point. You WILL get the obligatory \$50 notes at the beginning of the day and you don't want to get cleaned out first thing – so be prepared)
- Rubber gloves (food safety laws required everyone handling food to wear these, except the money handler)
- Oil (spray oils can be less messy)
- Serviettes, alfoil, foil trays, paper towels, aprons
- BBQ utensils
- Hand sanitiser or hand washing facilities
- A gazebo if one is not supplied at the location
- Signage promoting your organisation and if possible, what you are fundraising for. People can be more willing to put their hand in their pocket if they know what your goal is)
- Current public liability insurance

Public Liability

Public liability insurance is essential and it's your responsibility to check whether you are required to provide your own or whether you can arrange to be noted on your location's public liability policy to cover you. Most schools and clubs have their own public liability insurance and you should check with your own insurer to make sure your event is covered, whether it be at your own site or elsewhere. If your BBQ is off site, you may need to provide a certificate of currency proving your insurance is up to date. Don't leave it too late to ask for this as some insurance companies can require up to a week or 10 days lead time for this.

Volunteers – the key to a successful production line

If you are running an all day sausage sizzle, you'll be looking at starting around 8.00 or 8.30am and going through until 3.30 or 4pm. Be sure to allow half an hour each side of your start and finish times for set up and clean up.

A good idea is to break your day down into 2 hour shifts with 4 people being needed for each shift – 1 to cook, 1 to handle money and



Remember!

Volunteers are the lifeblood of your operation; they will undoubtedly be the face of the operation so make them feel as comfortable as possible.

- 1 Make sure your volunteers are hydrated. Nothing can ruin an event like needing to call an ambulance for something as avoidable as heat stroke.
- 2 Work with the elements, whether it be cold, heat, rain or even snow. Have the required shelter, sunscreen etc on hand to keep volunteers smiling.
- 3 Make it fun! A radio on in the background can lighten the mood! It's up to you!

2 to serve. This can be adjusted as necessary, but my advice is don't have any more than 5 or you'll be on top of each other, or you may end up having volunteers standing around doing nothing and feeling like the donation of their time has been wasted.

Based on 4 x 2 hour shifts, with 4 volunteers required for each shift, you'll be looking for around 16

volunteers altogether. Some of your helpers may be able to do more than a 2 hour shift and some less, so adjust your numbers as needed. You might choose to have a sign up sheet at your club or school or there are a number of free online roster/scheduling sites available to help with online sign ups. Your roster can be as simple as setting up a spreadsheet like this:

SAUSAGE SIZZLE ROSTER FOR ...					
Time	Volunteer 1	Volunteer 2	Volunteer 3	Volunteer 4	Volunteer 5 (Raffle stand)
8.30am - 9am (set up)					
9am - 10am					
10am - 11am					
11am - 12pm					
12pm - 1pm					
1pm - 2pm					
2pm - 3pm					
3pm - 4pm (pack up)					

To avoid confusion, allocate jobs so that each of your helpers knows ahead of time what they will be doing. Also brief them on any safety requirements to prevent mishaps.

Uniforms are a great way to promote your school or club and solidify you as a group.

If uniforms are not possible, everybody wearing the same colour shirt, hat or socks will work just as well. Get the kids involved by wearing their uniforms too, but keep in mind that some locations do not allow children under 16 to be present in or around the BBQ area.

Promotion

Promote your sausage sizzle as far and as wide as you possibly can to ensure the best results. Use as many outlets as available to you - everything from social media to newsletters to flyers and of course word of mouth. When it comes to election day sausage sizzles, there are even a number of websites dedicated to listing your event for free.

Other revenue opportunities

If your venue and manpower allows, consider other

opportunities to increase your revenue for example:

Cake stalls – the ever popular cake stall is always a



winner. Give your group plenty of notice to prepare themselves to get stuck into baking or you could even consider asking for donations of ingredients (flour, eggs, butter etc.) or cash from parents or members who may not be up for baking but still want to contribute. These can be passed on the bakers to do their thing. You might even think about getting the students doing some cooking if you have the facilities at your school. Remember that, with increasing numbers of allergies, it's important that you list all ingredients on each item and whether they are gluten free.



Raffles – If you can source some great prizes (either donated or otherwise), you can run a raffle or 2 at your sausage sizzle. Do make sure that you are clear about prizes, raffle drawing times and ensure you get names and phone numbers on tickets so winners can be easily contacted. Keep in mind that there are rules around raffles so it's very important to make sure that you are clear on the legalities. You can find state by state information about raffle rules on our [website](#).



Donation tin – Having a donation tin is a really easy way to get some extra \$\$'s. Don't feel like a sausage but still want to contribute? Drop a coin or two into the donation tin! Got change from that sausage you just ordered or the raffle tickets you just bought but no pocket to put it in? Drop it in the donation tin! See? Easy peasy.

Promotional merchandise – Do you have any merchandise you can sell at the same time to promote your school or club? T-shirts, pens, wristbands, balloons. Any sales will also add to your profit total.

No two stalls the same

BBQ stalls are one of the most popular events for fundraising, and each one is different. It feels almost engrained in Australians lives and is synonymous with many aspects of community.

Each community is different however and you should keep your community in mind when planning your event. Maybe the school or club has some beehives out the back. Great, sell that honey on the day.

Sponsorship could also provide many changes. If the baker wants to donate rolls and not loaves of bread... Well, rolls it is then. If you can get a grocer on board looks like salad is on the menu.

This guide is for a simple and proven BBQ stall, but there are many ways to personalise it. Ultimately, it is up to you.

Wrap up

As mentioned earlier, it's a great idea to have a visual (a sign otherwise) of what you are raising funds for, if it's possible. When people know what they're contributing to, they can feel a little more generous.

Keep records of suppliers, sponsors, volunteers, profit and loss, quantities of stock and location of leftover stock items (sauces, napkins, utensils etc.). We call these "handover notes". The next sausage sizzle organiser will thank you for them!

Don't forget to thank your sponsors after the event. This simple gesture can be helpful in securing future sponsorship or donations from these suppliers. The same goes for your volunteers or helpers. When they know their efforts are appreciated, they're more likely to help next time.

At the end of the day, make it fun. Have balloons, decorations, music, buskers, jugglers (well, maybe not jugglers – public liability and all!). Nobody wants to give up their time to do something that feels like a chore. Good luck and may the sausage gods shine on your BBQ!

Happy Fundraising!
Mandy Weidmann



The Wrap-up

Unfortunately as the pack up commences it is all too easy to feel the work is done, but a few critical tasks are left to really make the most of your hard work! A simple Facebook post can do most of the work for you!

- 1 Keep the community engaged by letting people know how it went! Will the team make it to the competition? Can you afford the new books for the library now?
- 2 It's also a great way to publicly thank your volunteers and sponsors for their contributions.
- 3 It is also an easy way to get people involved in future events.