

USO TOOLKIT: PEROGY BBQ



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A GUIDEBOOK TO HOSTING A PEROGY BBQ ON CAMPUS FOR UKRAINIAN STUDENTS' ORGANIZATIONS (USOs)

Part of the USO Toolkit Event Series

DISCLAIMER

We acknowledge and understand that the correct standard name of these Ukrainian dumplings is 'Вареники' (Varenniky). However, this Event ToolKit was developed by a Western USO, where the dish is more commonly known as 'perogies.' This is due to the Polish influence on the first wave of immigration, where most immigrants came from Galicia: an ethnically Polish/Ukrainian area in Western Ukraine. This word became iconic among Canadians of non-Ukrainian background once they discovered this delicious and affordable dumpling. As a result, certain USOs today consciously choose to market their event as a "perogy" BBQ for name recognition, maximizing advertising impact. Regardless of what you call this magnificent dumpling, we guarantee this guide will set you on the path to success!

INTRODUCTION

Союз Українського Студентства Канади (СУСК or SUSK), Ukrainian Canadian Students' Union, or Union des Étudiants Ukrainiens Canadiens is a national, not-for-profit student organization comprised of Ukrainian Students' Organizations (USOs) at post-secondary institutions across Canada. Founded in 1953, SUSK is a full and active member of the Ukrainian Canadian Congress (UCC).

In November 2013, SUSK secured funding through the UCC Ukrainian Dragons competition for several initiatives, including creation of a USO Toolkit. Through such a program, SUSK intends to actively provide students with sufficient resources for students to boost efficiency and institutional memory within their respective organization.

OBJECTIVES

The key objectives of the proposed event are:

- To generate profit that will be used to fund events throughout the year
- To spread the word about our club and our upcoming events
- To bring cheer and feed the hungry students!



Phase 1: *Make a Perogy BBQ Committee (5 weeks before event)*

Consider appointing one member of your executive to take the lead on organizing the distribution of work. We have found that a group of 5 people is most suitable:

- 1) Administrative work (venue booking, reviewing safety guidelines)
- 2) BBQ Rentals
- 3) Perogy and sausage pick-up
- 4) Additional supplies shopper (plates, cutlery, onions, sour cream, oil)
- 5) Volunteer coordinator (create schedule, set up and clean up)

Phase 2: *Schedule a Meeting and Set Goals (1.5 month before event)*

- **Target Audience**

- Consider running your Perogy BBQ in a high traffic area on campus and be conscious of when class times start and end.
- It is a good idea to put up posters and signs advertising when and where the Perogy BBQ will be set up.
- We recommend creating a Facebook page with all the event details and updates.

- **Date and Time**

- Choosing a date for your Perogy BBQ is quite simple!
 - Depending on the booking system your school uses for fields/space, you may have to apply for space well in advance or may have limited dates available to you. For example, at the University of Alberta we must book space about 1.5 months in advance.
 - Ensure that there are no other events and activities taking place at the same time that would interfere with your event.
 - Be wary of school holidays, religious holidays, and exam/midterm periods.
 - Once a date is agreed upon, make sure that your planning committee is available to avoid any foreseeable conflicts.
- Consider planning the BBQ around lunch hours (eg 11:00am-3:00pm)
 - Be aware that there will be various rushes in between class periods

- **Venue**

- Perogy BBQs can be held anywhere and everywhere that a BBQ can go!
- Although this guideline is geared towards an outdoor Perogy BBQ, we promise similar success with an indoor Perogy sale with pre heated perogies.



- **Supplies**

- How many supplies you will need will be ultimately determined by your expected crowd. Although this will be quite tough to estimate for the first time, consider using the numbers shown on your facebook event for a rough guide. At the UofA, we hold two Perogy BBQs; one in the fall semester and one in winter, and usually expect around **400 plates** to be sold each time. Below we provide example quantities that the UofA used in 2016.
 - **TIP:** We *highly* recommend you put the supplies list up as a Google Doc so your committee members can collectively track which items are outstanding (as you may have leftover supplies from previous years).

Item
Perogies (bite sized cheemo)
Kovbasa
Onions
Sour cream
Cutlery
PAPER plates (hot perogies will melt styrofoam plates)
Pop
Oil
Tin foil roasters
Old pans/roasters/large cooking dishes (try getting these by donation)
Old Spoons (with holes), tongs (try getting these by donation)
Napkins
BBQ Rental
Space Booking Fee
Parking Fee (for member who is bringing supplies)

- Here in Edmonton, we get our perogies from Cheemo's home base (Heritage Frozen Food Limited). They are sold in bulk, and they have a deal that gets us one free box for every 5 boxes we buy, so that's our reason for choosing them!



Phase 3: *Draft a Budget/Apply For Funding (3 weeks before event)*

Feel free to use the template from the UofA provided in the Toolkit!

If this is your first time hosting the event, purchasing pans, metal trays, tongs and spoons can be costly. We recommend trying to find second-hand or donated old pans to help reduce this cost. Additionally, keep in mind the many sources available to you to help fund this event:

- School clubs - let them co-host the event with you
- SUSK Project Fund - more at susk.ca/project-fund/

Phase 4: *Find Volunteers (2-3 weeks before event)*

Volunteers are a huge part of a successful Perogy BBQ! Consider making a Google Doc with time slots for volunteers to sign up. Remember that volunteers will be needed for set up and clean up too. We recommend a minimum of four volunteers per time slot, one of which being an executive member who has helped with a Perogy BBQ in the past, or is knowledgeable of what to do.

A volunteer sign-up sheet template has been provided in the ToolKit. Consider uploading it to Google Drive, converting it to a Google Document, and make it editable for any volunteer interested.

Phase 5: *Promotion (2 weeks before event)*

Let your creative juices flow!

Various methods of promotion may work for your specific USO. Feel free to use one or a combination of the following:

- Create a facebook event

Eg: Mmmmm. We know you've been craving that delicious potato and cheddar medley that fills your body and soul with such happiness. Perfectly pinched together perogies will be BBQ'd and served with a juicy warm piece of kubasa. YUMMMM.

WHEN: TUESDAY October 27rd from 10AM-3PM

WEDNESDAY October 28th from 10AM-3PM

WHERE: MAIN Quad

COST: \$4 for 8 perogies, \$5 for 8 perogies+kubasa (sausage)

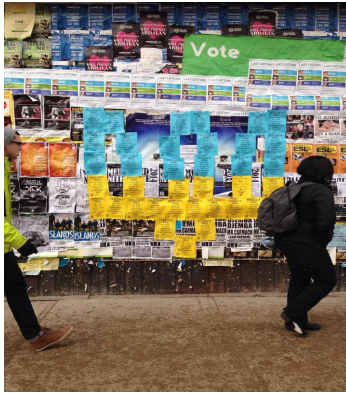
Spread the word!

Also, if you are available to help volunteer for the BBQ please contact uss@ualberta.ca or any exec member! (you will be repayed with kubasa/onion scented clothes and a free plate of perogies :))



- Write up an advertisement for your USO's monthly emails, or local newsletters
- Put up posters at university and/or Ukrainian community spaces.

Examples:



Phase 6: *Preparation (the night before)*

- **Prepare ingredients**
 - To save time while serving, we cut the ring into 4 pieces and also down the middle of those 4 pieces for easy grilling.
 - Dice the onions and place into zip-lock bags
 - Buy sour cream and oil
 - Print signs with the prices you will be charging (In the past UofA has charged \$5 for a plate of 8 perogies and sausage \$4 for 8 perogies, and \$1 for a pop (pop is free for members), but has found that customers find this price very cheap and would most likely be willing to pay more)

Phase 7: *Execution*

- **Set-up**
 - Arrive 45min prior to the time you would like to begin serving perogies.
 - Set up a Ukrainian flag nearby and plug in Ukrainian music (basically mandatory)
 - Set up a table with a float, cutlery, plates and napkins. Near the end of the table have the sour cream ready to be spooned out.
 - Turn on the barbeques and preheat the pans



- Begin frying perogies and kovbasa and store in the second barbeque (at a lower temp) to have food ready to go when your students come



- **Have fun**
 - Engage with students and spread the word about other awesome events your USO will be holding
 - Update social media with your location, pictures, and updates on the quantity remaining

Phase 8: After The Event (1 day after event)

- **Publicity & Promotions**
 - Write a press release and collect any articles and pictures. Circulate these files to all key contacts, including SUSK (alumni@susk.ca)
- **Finance**
 - Thank event sponsors (if applicable) and send them any articles or photographs highlighting the event's success

SUMMARY OF TASKS

Dates	TASKS			
	Venues, Event, Program	Registration	Publicity & Promotions	Finances
5 weeks before event	Make a Perogy BBQ committee with 5 executive members who can then choose one of the 5 categories to plan and organize			
1.5 month before event	<ul style="list-style-type: none"> - Pick a date & time - Pick a location - Delegate supply pick-up 			<ul style="list-style-type: none"> - Create a budget - Create a revenue plan
3 weeks before the event	<ul style="list-style-type: none"> - Confirm booking space, BBQ rentals and supply pick-up 		<ul style="list-style-type: none"> - Begin designing posters and writing advertisements - Create a facebook event to estimate numbers 	<ul style="list-style-type: none"> - Revenue plan follow-up and budget update
2-3 weeks before event	<ul style="list-style-type: none"> - Find Volunteers 	<ul style="list-style-type: none"> - Ensure one executive member is always available to organize/chaperon the volunteer shift 	<ul style="list-style-type: none"> - Continue updating the facebook page 	<ul style="list-style-type: none"> - Update budget and revenue plan
2 weeks before	<ul style="list-style-type: none"> - Confirm #s for supply pick-up 	<ul style="list-style-type: none"> - Confirm volunteer sign up sheet is completed 	<ul style="list-style-type: none"> - Promote Promote Promote 	<ul style="list-style-type: none"> - Update budget and revenue plan
0 days before event	<ul style="list-style-type: none"> - Arrive early and ensure everything is in place - Have fun, sell perogies, and eat perogies 	<ul style="list-style-type: none"> - Prepare table, float, and food 	<ul style="list-style-type: none"> - Update social media with your location, pictures, and quantity updates 	
1 week after event			<ul style="list-style-type: none"> - Circulate press releases, articles, and pictures to all key contacts 	<ul style="list-style-type: none"> - Update financial statement - Post-event thanks yous and sponsorship acknowledgements
	<ul style="list-style-type: none"> - Complete SUSK follow-up report template and e-mail to alumni@susk.ca 			