

‘Hope In A Box’ FUNDRAISING EVENT IDEAS

How to Plan a Bake Sale

A Simple Guide

Bake sales are easy to organise, easy on the pocket, and fun to do. If you’ve never organized one, read on to find out how to do it.

1: Hope in a Box.

Download literature from our website so people know what you are raising money for. Put out a jar for tips or donations. Give people the opportunity to donate, too. Some people may not be hungry, but they still might want to support Hope in a Box.

2: Get your friends and family to help.

- Make it clear what the cause is, when the bake sale is, and have reasonable shifts available.
- Little kids are often adorable and are hard to say "no" to. Just make sure they have adult supervision to help.
- Ask for additional help setting up and cleaning up.

3: Decide on a venue.

- Hold the bake sale at a well-frequented public spot or in a school or college.
- School plays, concerts and parent nights are excellent bake sale opportunities.
- Make sure that it is legal to hold at the spot you choose, and get permission from the appropriate authorities, if applicable.
- Be sure you have a "rain site" to do the bake sale indoors or under a tent in case the weather turns sour.

You may also need:

- Card tables or folding tables.
- Tablecloth
- Decorations and signs to grab attention.
- Folding chairs.
- Cash box - you need to keep your funds in some sort of container.

4: Publicize the event.

Design attention-grabbing and colorful media with the date, time, place and cause being supported. Design and share posters online or put paper ones up in well-frequented areas.

- If you are selling at a school, have your bake sale announced over an Intercom, in the daily notice or school paper, or whatever is available.
- Advertise your organization through your clothes. If you are raising funds for your scout troop, for instance, wear your uniform.
- Matching outfits will do. Ask everyone to wear the school or organization's colors.
- Bake sales are a good opportunity to bake a variety of goodies. Create the baked goods. A bake sale needs baked items.
- You could bake the items yourself and this is usually the cheapest way. Divide the baking between many members, if possible.
- Alternatively, buy them from a local bakery or shop. This is particularly effective if people don't usually have access to the goods, such as at a high school. It also is easier for people who can't cook, or don't have the time.
- Be careful that your items are reasonably priced, otherwise you may have a hard time selling it.
- Ask that cooks label ingredients on the baked goods. A small but significant population has food allergies and sensitivities. Knowing that the carrot cake has nuts can save a life.

5: Sell drinks, too.

Lots of people like to have a bit of liquid to wash down sugary treats, and it's a chance for you or your group to earn a bit of extra money.

Coffee, tea, hot chocolate, lemonade, water, and fizzy drinks are all good options.

6: Package your baked goods to travel.

How will visitors take and eat your items? Bring a supply of small paper plates, paper towels, plastic forks, napkins, cups (if you are serving drinks that require them), and cling film, bags, or foil. It's best to keep these to a minimum, as they cut into profits and create waste

If many people in an organisation are baking, ask them to package things in sale-size quantities, perhaps two to three cookies to a package or one cupcake or larger item.

7: Get the party going.

Buy or prepare the food, put up the booth or table, and start selling. If you planned it well enough, this should be the easiest step of all.

8: Leave the area clean.

Be courteous and leave your area as clean or cleaner than you found it.

9: Don't get too crazy on prices.

Remember, it is a bake sale so you don't have to get too caught up in the money, as long as it is for a good cause. A good pricing indicator is around £1 to £1.50 for one absolutely perfect cupcake, although, 75p will do, maybe 50p for a not-so-perfect one. Remember, don't sell cupcakes that are burnt.