

Bake Sale Checklist

Use this checklist to make sure you've got everything covered for your upcoming bake sale. It's up to you how early you start planning, but we suggest 6 weeks from start to finish.

Getting Started

- Log on at Bake.NoKidHungry.org to customize your online Fundraising Center. Update your fundraising page and begin recruiting friends, family and co-workers to join your bake sale.
- Assign friends a role: purchasing supplies, baking, asking for donations, looking for a location, setting up, and cleaning up.
- The key to reaching your bake sale fundraising goal is lots of customers so pick a location that will get you noticed and comes with people ready to spend money. Turn to page 5 for a list of suggested locations.
- Save-the-date: Send a quick email to everyone in your address book and post a message on social media to let your friends and family know about your upcoming bake sale. Make sure your friends are doing the same.

Early Bird Gets the Worm

- Now's the time to decide what kind of bake sale yours will be so you can start planning early.
- Specialty foods like vegan or gluten-free baked goods are all the rage. Your bake sale could highlight or focus on these recipes. Put together an all cupcake bake sale or a holiday-themed event. We'll share ideas and recipes every month in the Bake Sale Buzz newsletter.
- A raffle is the calorie-free option that is sure to help you raise extra funds at your bake sale. Ask local retailers to donate merchandise or gift cards.

- Have a cake auction. Cake auctions are becoming increasingly popular. Ask local bakeries to donate a specialty cake, set up a table for your auction and let the bidding begin.
- Setup a cupcake decorating station to keep kids busy while their parents shop. Ask for a \$2 donation to decorate and the kids get to keep/eat their masterpiece.

Get the Word Out

- Update your fundraising page with new details and send reminder emails to your friends and family about your bake sale. Email templates are available in your online Fundraising Center, which you can access by logging in through Bake.NoKidHungry.org.
- Promote your bake sale on social networking sites like Facebook and Twitter. Post early and often! You'll probably even get donations from people who live far away or can't make it to your bake sale.
- Make Posters, flyers and banners to display and hang throughout your community. Get local TV or radio stations to promote your bake sale. Flyer templates and a Media Alert template are available in the online Bakers' Resources - bake.nokidhungry.org/resources.

Get Your Ovens Ready

- ❑ Think about which items you can make in advance and freeze or store safely.
- ❑ Ask local bakeries and supermarkets to donate baked goods for your bake sale. A donation request letter is available in the online Bakers' Resources.
- ❑ Have a wide variety of items. Include cultural and neighborhood specialties as well as healthy and savory options.

Tasty Treats Come In Pretty Packages

- ❑ Use decorative paper and plastics, ribbon and stickers to package your goods in a fun and tempting way. A sticker template is available in the online Bakers' Resources. Label all your items neatly and include fun titles or descriptions.
- ❑ Include a list of ingredients on the packaging, or have them on hand, so people with allergies are aware of what's in each item.
- ❑ Check out page 9 for tips on setting prices for your baked goods.

Ready, Set, Sell

- ❑ Give yourself plenty of time to set out all your baked goods and decorate your table. Make sure there is plenty of space for people to see all the items and prices.
- ❑ Use tablecloths, decorative platters and baskets to show off your baked goods.
- ❑ Put up your official Bake Sale for No Kid Hungry posters and have information on No Kid Hungry available so shoppers can learn more about how their donation is helping end childhood hunger in America.
- ❑ Make sure to have a donation jar at your table. You'll be pleasantly surprised to see how many people purchase items and then give an additional donation.

Smile for the Camera—Take Photos!

- ❑ A picture preserves a memory and tells a story. So be sure to take lots of pictures of your bake sale.
- ❑ Assign photography as the job of one friend so there is always someone snapping away.
- ❑ Share your bake sale success with us and email your pictures to bakesale@strength.org.

Submit Your Bake Sale Funds

- ❑ Submit your bake sale funds online through your fundraising page or send a check to: Share Our Strength – Bake Sale for No Kid Hungry, P.O. Box 75203, Baltimore, MD, 21275-5203. Make checks payable to Share Our Strength.
- ❑ Be sure to include a note with your name on it so we can add the funds to your bake sale account.

Thank You...

- ❑ Now that you're done, take the time to thank everyone who contributed to your bake sale by donating baked goods, their time or other resources.
- ❑ Send an email to all your donors announcing your bake sale total. Include pictures and fun stories from your bake sale. Your donors will enjoy hearing all about your event and your success!
- ❑ Take a moment to congratulate yourself on a job well done and know that you made a difference by helping to ensure that no kid grows up hungry.

Supplement your bake sale checklist with the 6 Weeks to Bake Sale Success sheet in the Bakers' Resources on our website.

“If you make too much, take the leftovers to work for donations. I raised over \$100 extra from work donations.” – Michelle