

BAKE SALE

FOR NO KID HUNGRY

PRESENTED BY

Domino
SUGAR



6 Weeks to Bake Sale Success

FOLLOW THESE TIPS FOR BAKE SALE
SUCCESS IN JUST SIX WEEKS!



Week 1

- **Customize Team Webpage.** Login to your **Fundraising Center** and update your team webpage with the details about your bake sale.
- **Create an Address Book.** While in your online Fundraising Center, add your contacts to your bake sale address book.
- **Build A Team.** Send an email to all potential team members and ask them to join your team. Dividing up the work load among a team will make planning your bake sale a piece of cake.

Week 2

- **Assign Jobs.** Once your family, friends and co-workers have joined your team, assign each of them a task to complete. (You'll need Bakers, Promoters, Sellers, etc.)
- **Secure a Location and Set Date.** While this can be done earlier, you may want to use contacts or the expertise of your team members to find a bake sale location. Remember to pick a location that will get you noticed.
- **Email Bake Sale Staff.** The Bake Sale for No Kid Hungry staff wants to hear about your progress and can answer your questions. To get connected email bakesale@strength.org.

Week 3

- **Update Team Webpage.** Update your team page regularly with more details about your bake sale. Include a list of all the tasty treats that will be available for sale.
- **Send Update Email to Team Members.** Update your members on the planning so far, including the date and location, and remind them to tell everyone they know.
- **Send Save-the-Date Email to Address Book.** A sample Save-the-Date email is available in your Fundraising Center. Also consider creating a Facebook event and inviting all of your friends.

OFFICIAL SPONSOR OF BAKE SALE FOR NO KID HUNGRY



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Week 4

- **Advertise.** Letting your community know about your bake sale is one of the most important steps. Check out the tools in the **Bakers' Resources** including the flyer template and media alert template. Also, be sure to add your bake sale to the **Bake Sale Map** on our website so that people in your area can support your efforts.
- **Ask for donations.** To make life easier and help cut costs, ask local supermarkets, restaurants, and bakeries to donate items to your bake sale. Use the Donation Request Letter located in the **Bakers' Resources**.

Week 5

- **Bake!** Make sure to have a lot of variety for your customers including beverages and healthy options. Bake ahead of time and freeze your treats.
- **Send Reminder Emails.** Now that your bake sale is so close, make sure you remind everyone to stop by and help end childhood hunger!
- **Post to Social Media.** Tell your friends about your sale by tweeting and updating your status on **Facebook**. When posting to social media, share a link to your online fundraising webpage and ask for online donations.

Week 6

- **Finalize Plans with Team Members.** Make sure that everyone on your team knows what to bring and when to arrive at the bake sale location.
- **Host the Sale.** Have a great time at your bake sale and be sure to take lots of photos.
- **Submit Funds.** Login to your Fundraising Center to donate your proceeds online or mail a check to: Share Our Strength. PO Box 75203. Baltimore. MD 21275.
- **Share Your Story.** Email photos to BakeSaleforNoKidHungry@gmail.com.

