

BAKE SALE

FOR NO KID HUNGRY

PRESENTED BY



Get Your Restaurant or Bakery Involved!

Share Our Strength's Bake Sale for No Kid Hungry™ is a fantastic opportunity to have fun, make an impact and promote your business. There are many ways to get involved with Bake Sale for No Kid Hungry. Here are a few examples to get your creative juices flowing.

- **Host a bake sale**

Have a bake sale at your restaurant or store. Set up special tables inside or outside your store featuring your own baked goods and/or items from other contributing businesses. Be sure to promote your bake sale to your regular customers and in your community. Use your bake sale to generate PR and foot traffic for your business.

- **Donate a percentage of sales**

Instead of hosting a bake sale, you can integrate Bake Sale for No Kid Hungry into your business. Dedicate a percentage of sales for a fixed period of time to your bake sale. Be sure to let your customers know that you're helping to end childhood hunger and when they make a purchase they are helping too. Consider having donation jars available for customers who would like to make additional contributions.

- **Donate proceeds from a special item**

Designate a special cookie, cupcake or other item as your Bake Sale for No Kid Hungry dessert. Donate all or a portion of the proceeds from your item to your bake sale. Many businesses have reported a surge in sales as a result of their promotion.

- **Offer a coupon**

Offer customers a coupon for their next visit if they make a monetary donation at the register. For example, a \$2 donation gets them a coupon for a free treat when they come back.



Tips for Bakeries and Restaurants

- Be sure to let everyone know you are helping to end childhood hunger and how you and your business are giving back to the community.
- Let your customers know about your participation by displaying your official Bake Sale for No Kid Hungry poster you'll receive once you register. Also, consider creating additional materials to let customers know about your involvement and how they can support your efforts.
- Train your staff on the promotion. Give them information on why you've gotten involved so they can answer customers' questions.

Thank you for your support. If you have not registered your bake sale and would like to get involved, please contact Melanie Barber at mbarber@strength.org or 202-649-4353.

Other Ways to Get Involved with Share Our Strength

To learn more about ways to get your restaurant or bakery involved with Share Our Strength's other programs, such as Share Our Strength's Taste of the Nation® or Dine Out for No Kid Hungry®, please visit NoKidHungry.org.

