6 Weeks to Bake Sale Success

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

Week 1
• **Customize Webpage.** Login to your Fundraising Center and update your personal webpage with the details about your in-person or virtual bake sale.

• **Create an Address Book.** While in your online Fundraising Center, add your contacts to your bake sale address book to make reaching out quick and easy.

• **Build a Team.** Send an email to anyone who can help and ask them to join your team. Dividing up the workload 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 agreed to help your bake sale, assign each of them a task to complete. (You’ll need Bakers, Promoters, Sellers, etc.)

• **Secure a Location and Set a Date.** If you’re hosting an in-person bake sale, 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. If you are hosting a virtual bake sale you won’t need a location but pick a start date.

• **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 Personal Webpage.** Regularly update your fundraising page with more details about your bake sale. Include a list of all the tasty treats that you will have available.

• **Send Update Email to Team.** Update your helpers on the planning so far, including and known details, and remind them to tell everyone they know.

• **Send Announcement Email to Address Book.** A sample Save-the-Date or Virtual Bake Sale email is available in your Fundraising Center.
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Week 4
- Advertise. Letting your community know about your bake sale is one of the most important steps. A great way to do this is by creating a Facebook Event and inviting friends and family to share the page.

- Create a flyer with location details, time, and date of your bake sale and then post them around your neighborhood and local shops.

- 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 on our resource page.

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 bake 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. 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 and your story to BakeSale@strength.org.