

# BAKE SALE

FOR NO KID HUNGRY

## 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](mailto: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](mailto:BakeSale@strength.org).

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