

HOW TO...

HOLD A BAKE SALE

The Essentials

- ♥ **Find a venue;** preferably use your workplace and capitalise on the post-lunch sweet treat craving. You could also hold it over a weekend day at home, inviting friends to pop by.
- ♥ **Spread the word;** let people know about the bake sale. Send an email, tweet, set up a Facebook group, create posters – whatever helps to raise awareness.
- ♥ **Get baking;** be sure to bake a combination of sweet, savoury and gluten / sugar-free goods. Also have a mixture of traditional and unusual flavours.
- ♥ **Stock up;** make sure you have paper plates, napkins, plastic forks, foil, a float, price tags for the cakes – anything you could possibly need for people to enjoy their baked goods.
- ♥ **Get selling;** charge from as little as £1 to as much as £4 for your cakes. Sell over a couple of hours. Past fundraisers have found that just before to just after lunch works well.
- ♥ **Cheers;** be sure to thank anyone that came and, if you can, let people how how much money was raised.

The Ideas

- ♥ Tell your customers why you're fundraising for Manchester Cares. You may want to show the Manchester Cares film, or prepare a slideshow of pictures. It will help them realise how their donation is making a difference.
- ♥ Bake Manchester Cares themed cakes! Use purple food colouring, or draw 'MCR' with icing. Not only will these be great pictures to share on social media, it'll allow people to literally have a slice of the action.
- ♥ As well as selling over lunch, do another 'push' around mid-afternoon. Take a selection of cakes around the office to people's desks. It's harder to say no when it's in front of you!

The Extra Mile...Do a cake commission

This is an idea if you're feeling particularly brave in the kitchen! When marketing the bake sale, advertise that you'll bake by commission. Charge people £10 or more for a whole cake of their choice. As long as you can bake it, tell them you'll make it and watch your fundraising increase.

The Money Bit

1. Collect together all money raised; from the bake sale and cake commissions
2. Get in touch with Rob with the amount raised: rob.paterson@manchestercares.org.uk
3. We will then arrange collection of the cash – or ask Rob for Manchester Cares' bank details and transfer the money raised by BACs. For the reference, use your initials followed by 'bake sale'

Don't forget to tweet and share pictures from your event on @ManchesterCares!