

How-to-guide



Bake Sale

A step-by-step guide on how to run a successful bake sale!

In this document you'll find:

- 7 easy steps to follow
- Handy tips and tricks
- Cool extras



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They say you can't have your cake and eat it to...but if you organise a bake sale you can eat all the cake you want and raise money for Life Flight, too!

Step 1: Assemble your team!

You will need to have someone delegated as the leader and can coordinate all the bakers, baking and volunteers.

Along with one bake sale leader, it is essential to have a small army of volunteers who are happy to give up their time to cook, help set up, sell and pack down the bake sale.

Step 2: Find a location



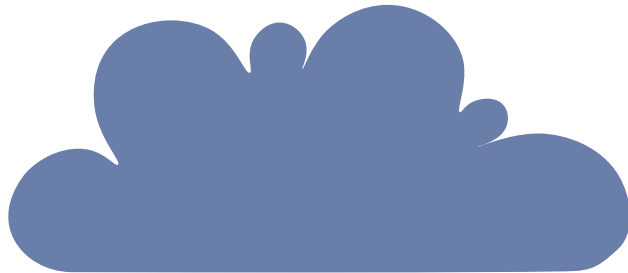
Community/school hall – these venues will sometimes be happy to host free of charge to support such a great cause.



Workplace – who wouldn't be happy with an array of baking choices when having a morning tea break?



Craft fairs/local markets - they may allow you to have a table for free, given it's a fundraiser, but it's a good idea to check with them early.



Step 3: Your bakers



The key to a successful bake sale is, of course, baking. Once you know when and where the bake sale will be held, you will need to recruit a suitable number of bakers who are happy to don their aprons in the name of charity.

It can help to have an online sign-up form that allows people to put in what they are planning to bake so others signing up know what is already being done. This will help prevent having 10 chocolate cakes and only one lemon slice at your event (something like google forms would be suitable for this).



Pro tip:

Make sure you collect the details of all bakers. This is so you can send them a reminder before the event and let them know any specific information for packaging their goods. For example, do items need to be pre-cut, packaged in a certain way, or do ingredients need to be listed for those with allergies (recommended).

Step 4: Promotion



Utilise all the channels available to generate interest and remind people to put the bake-sale date into their diaries!

You could also ask bakers to send pictures of what they are planning to contribute as teasers to share on social media in the lead-up to the event.

Key places for promo:



Social media – Facebook, Instagram etc. - encourage others associated with the event to share your event listing and tag sponsors and the venue to help spread the word to more people



Making and printing posters that can be put up around your workplace, local businesses, at the venue or put in a community/school newsletter



Word of mouth – be excited and get others excited too – your own enthusiasm for the event is often one of the best promotional tools you can use.



Fernridge School

Solomon, Arlo, Annabel and Eden along with their classmates held an ice-block sale at their local school. During the hot Summer days, this was the perfect treat for their peers, and they ended up raising an awesome **\$271.70**. Ka pai!

Step 5: Extras

You've gone to all the effort of organising people to be together in the name of deliciousness and fundraising... Why not add a little extra flavour to raise the bar a little higher?



Examples of add-ons:

Do you have a Nespresso machine you could bring in that would be a step up from an instant coffee?

Or, if in a school or community hall, you could see if a local coffee cart would be keen to set up and give a donation per coffee sold to add to your total.

Get recipes of all the baked items prior to the event and prepare a simple cookbook to sell at the event.

See if any companies or NZ bakers would be interested in donating some of their bakeware, cookbooks etc., that you could package together for a raffle draw alongside the bake sale.

If you know anyone local who can perform you could ask them to play for free to add some atmosphere to your event which might entice people to stay longer, eat more, drink more and spend more.

Step 6: Cake day!



Presentation is everything. Set out nicely decorated and organized tables. Divide the baked goods according to type (cookies, cakes) and/or serving size (whole cakes, individual cookies). If you have several tables, separate them into just pies, cakes, or even one just for chocolate goods. Have options for people who want to buy a whole cake to take home to their family and for those just wanting a slice of something to have with their coffee.



When pricing your items, feel confident to start the prices at market rates as people will often be happy to pay this. As the event goes on, you can always reduce the cost of the items you have left to have everything sold by the end of the day.

Make sure you take some photos of the set-up and the bake sale in action to share this with everyone afterwards.

Once everything is set up and people are happily tucking into their sweet treats, try to take a moment to enjoy the atmosphere and energy. You have put in a lot of hard work to make this happen and raise money for such a worthy cause, so don't forget to take it all in and be proud of yourself.



Step 7: Tidying up the crumbs

Once you know how much money you have raised, share this and thank everyone involved for making it happen. We would love to know how your fundraiser went and see some photos, so please feel free to share this with us. After this, the only thing left to do is start planning next year's bake sale!



Thank you

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