

HOW TO...

HOLD A BAKE SALE



**SOUTH
LONDON
CARES**

The Essentials

- ♥ **Find a venue;** preferably use your work place and capitalise on the post-lunch sweet 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 South London Cares. You may want to show the South London Cares film, or prepare a slideshow of pictures so people can see your older neighbours! It will help them realise how their donation is helping.
- ♥ Bake South London Cares themed cakes! Use red food colouring, or draw 'SLC' 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. Bank this money into your own account
 3. Add the amount to your fundraising page. Remember, you cannot claim gift aid on this money
- Alternatively, if you don't have a fundraising page, ask South London Cares for bank details and you could transfer money by BACs.

Don't forget to tweet and let us know about your event on @SouthLDNCares!

If you have any questions, or would like any charity flyers or materials for your event, please contact Emily Clarke on emily.clarke@southlondoncares.org.uk or 07875 377433
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