

SHARE OUR STRENGTH'S
GREATAMERICAN
BAKESALE™



Easy Steps for A Successful Bake Sale

Six Weeks Prior

Form a Team and Assign Roles and Tasks

Important bake sale leadership questions:

- What is your bake sale fundraising goal?
- Who will bake? Tip: Reach out to local talented or celebrity bakers.
- What will you bake?
- Date of bake sale?
- Location of bake sale?
- How will you promote interest and participation in your bake sale?
- Who will sell/staff the table?
- Who will be accountable for ALL contributions?
- Who will submit contributions to Share Our Strength?

Four Weeks Prior

Get Organized

- Receive official bake sale registration notification electronically or in the mail.
- Download promotional tools at the Participant Resource Center to and use to organize and promote your bake sale.
- Promote your bake sale by sending a media alert to your local newspaper, posting the “visit my bake sale flyer” in highly visible areas, and telling your friends, family and co-workers about your bake sale.

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At Least Two Weeks Prior

Plan Your Bake Sale/Arrange for In-Kind Donations

- Decide which of your favorite recipes to use, or find fresh new ideas at www.foodnetwork.com.
- Consult with your team to share baking responsibilities or solicit donations for in-kind baked goods from your local bakery, supermarket or restaurant.
- Determine cost for your baked goods. Tip on pricing: Be fair but do not underprice or overprice. Pricing should be competitive with the price of the same baked good in your local bakery, restaurant or market.

One Week Prior

Get Ready

- Start baking or pick up in-kind donations.
- Wrap baked goods with hunger stickers downloadable at the Participant Resource Center. These stickers provide valuable education on childhood hunger.
- Include a tag on your baked goods to alert people of nut or soy ingredients.
- Confirm your bake sale team roles and responsibilities.
- Contact a local charity and schedule a potential drop off for leftover baked goods.

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Day of Bake Sale

Prepare for Fun!

- Ensure that bake sale area is clean, creative, and makes it easy for people to view and purchase goods. Have information about Share Our Strength and the campaign on hand so participants can pick up and learn how they can help end childhood hunger.
- Print out participant stickers to wear at your bake sale.
- Hand out participant stickers to everyone who participates to promote their involvement in the bake sale.
- Have a container for cash storage, with some change to get started.

Post-Bake Sale

- Drop off leftover baked goods at a local charity.
- Tally contributions and submit to Share Our Strength online using a credit card or by using the donation response envelope enclosed in your registration packet. Send the envelope to :

Share Our Strength - Great American Bake Sale (GABS)

P.O. Box 75203

Baltimore, MD 21275-5203

IMPORTANT: Please include your bake sale ID on all contributions (checks, credit cards and even notes and cover letters).

- Thank all contributors - local sponsors and team members. Contributor thank you letters can be downloaded from the Participant Resource Center.
- Send photos of your bake sale to Attn: Dina Vaynerman, 1730 M Street, NW, Suite 700 Washington, DC 20036

Happy Baking! Together, we will end childhood hunger in America.