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# Great American Bake Sale Checklist

You've taken the first step to help end childhood hunger, now you are ready to start planning your bake sale! With Step One completed, follow the rest of our steps to success and planning your bake sale will hardly seem like work. Remember to have FUN!

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## Build Your Team

- ⇒ Recruit volunteers for your bake sale using the email template in your online participant center and assign each of them a role: purchasing supplies, baking, asking for donations, looking for a location, setting up, and cleaning up.
- ⇒ Get your kids involved! Find kid-friendly recipes, involve them in planning, baking, and setting up.
- ⇒ Keep your team members engaged by sending regular email updates about the planning process.

## Shoppers Wanted

- ⇒ The key to reaching your bake sale fundraising goal is lots of customers so pick a location that will get you noticed and comes with people ready to spend money.
- ⇒ Here are some possible locations to get you thinking; grocery store, mall, drug store, and community center. Check out a list of suggested locations in the Bake Sale Resource Center on our website.

**Helpful Hint:** When approaching local businesses, tell them how you will be promoting your bake sale. Be sure to let them know that your bake sale will be bringing potential customers to their store.

## Get The Word Out

- ⇒ Send an email to your friends and family about your bake sale. Email templates are available in your online participant center, which you can access by logging in through [GreatAmericanBakeSale.org](http://GreatAmericanBakeSale.org).
- ⇒ Promote your bake sale on social networking sites like Facebook and Twitter.
- ⇒ Make posters, flyers and banners to display and hang throughout your community. Get your local TV or radio stations to promote your bake sale. Flyer templates and a Media Alert template are available in the Bake Sale Resource Center.
- ⇒ Add your bake sale to the Bake Sale Map on our website so that people in your area can support your efforts.

## Get Your Ovens Ready

- ⇒ Think about which items you can make in advance and freeze or store safely.
- ⇒ Ask local bakeries and supermarkets to donate baked goods for your bake sale. A donation request letter is available in the Bake Sale Resource Center.
- ⇒ Have a wide variety of items. Include cultural and neighborhood specialties as well as healthy and savory options. Find new recipes in our online recipe database.

## Tasty Treats Come In Pretty Packages

- ⇒ Use decorative paper and plastics, ribbon and stickers to package your goods in a fun and tempting way. Great American Bake Sale labels and stickers are available in the Bake Sale Resource Center. Label all your items neatly and include a fun titles or descriptions.
- ⇒ Try to include a list of ingredients on the packaging so people with allergies are aware of what's in each item

### **How Much Are These Cookies?**

- ⇒ First rule of thumb, never price anything under \$1. And try to keep items priced at \$1, \$2, \$5 or more instead of pricing items at \$1.50. This way you will not need to have as much change on hand.
  - ⇒ Find out what local bakeries and grocery stores are selling the same items for and price accordingly.
  - ⇒ Remind your costumers that by purchasing a tasty treat they are helping to end childhood hunger.
- Helpful Hint: Ask your customers if they would like change. Often customers will tell your to keep the change. Now, you've just increased your bake sale donations!

### **Ready, Set, Sell**

- ⇒ Give yourself plenty of time to set out all your baked goods and decorate your table. Make sure there is plenty of space for people to see all the items and prices.
- ⇒ Use tablecloths, decorative platters and baskets to show off your baked goods.
- ⇒ Put up your official Great American Bake Sale poster and have information on Share Our Strength available so shoppers can learn more about how their donation is helping end childhood hunger in America. Include a No Kid Hungry pledge-taking sheet so that your customers can stay connected with Share our Strength after your bake sale.

### **Up the Anti – there are lots of different ways to raise more funds with your bake sale**

- ⇒ Add a raffle to your bake sale. Ask local retailers to donate merchandise or gift certificates. It's the calorie-free option that is sure to help you raise some extra funds.
- ⇒ Have a cake auction. Cake auctions are becoming increasingly popular. Ask local bakeries to donate a specialty cake, set up a table for your auction and let the bidding begin.
- ⇒ Make sure to have a donation jar at your table. You'll be pleasantly surprised to see how many people purchase items and then give an additional donation.
- ⇒ Once you have successfully completed your event take your bake sale to the internet. Send out an email to all your friends, family and co-workers who could not attend and ask them to support your efforts by making a donation online to your **Bakeless Bake Sale**.

### **Smile for the Camera – Take Photos!**

- ⇒ A picture preserves a memory and tells a story. So be sure to take lots of pictures of your bake sale.
- ⇒ Share your bake sale success with us and email your pictures to us at [greatamericanbakesale@gmail.com](mailto:greatamericanbakesale@gmail.com). Pick out specific photos to enter in each month's Take Your Best Shot! awards. Find award categories on our website.

### **Submit Your Bake Sale Funds**

- ⇒ Submit your bake sale funds online through your team page or send a check to : Share Our Strength - Great American Bake Sale (GABS), P.O. Box 75203, Baltimore, MD, 21275-5203. Make checks payable to Share Our Strength.
- ⇒ Be sure to include a note with your name on it so we can add the funds to your bake sale account.

### **Thank You...**

- ⇒ Be sure to thank everyone who contributed to your sale by donating baked goods, their time or other resources.
- ⇒ Send an email to all your donors announcing your bake sale total. Include pictures and fun stories from your bake sale. Your donors will enjoying hearing all about your event and your success!
- ⇒ Take a moment to congratulate yourself on a job well done and know that you made a difference by helping to ensure that no kid grows up hungry.