



MOMS Club of Aurora South (CO), Aventura Mall Bake Sale (FL), Three Sisters Bake Sale (CA)

FUNDRAISING IDEAS

How can I increase my bake sale donation? This is a great question and we're glad you asked! Here are some creative ways bake sale teams have increased the donations they have collected. We're always looking for new ideas, so please share your own unique story with us by emailing: bakesale@strength.org.

Make Your Bake Sale the Finale of a Series of Fun Events!

Set up a few events before or after your bake sale. This is a great way to increase your donations, plus you can advertise your bake sale at the events. Partner with a local restaurant. Ask them to donate a portion of the day's proceeds to your bake sale or they could donate the proceeds from a specific item, for example their most popular dessert or all desserts for the day.

Check out what Melissa is doing....

Melissa, in Sioux Falls, SD set up a restaurant night prior to her bake sale. She also worked with CiCi's Pizza who hosted her bake sale at their store on a Saturday (prime traffic day!) from noon to 7 pm. They are also donating 10% of the sales that day to Melissa's bake sale fund.

It's Party Time!

Turn your bake sale into a party for all your friends and family. Pick a theme, send out invitations and ask your guests to make a donation to support your efforts to end childhood hunger.

Check out what Lita did....

Lita, in Baltimore, MD is not the best baker so instead of having a bake sale she threw a Mexican Fiesta. She invited family and friends to her house and asked guests to make a donation. Even guests who could not make the party sent in a donation with their RSVP. Lita raised \$2100 by thinking outside the box for her Great American Bake Sale!

Get Your Office on Board!

It's time to get your office to go casual for kids! Talk with your HR department or your supervisor and organize a casual day at your office. Set a dollar amount and your co-workers can wear jeans for the day. All the proceeds from casual day go towards your bake sale team.

Check out what Vicki is doing....

Vicki, in Jacksonville, FL turned her bake sale into a company event. She arranged to have employees pay \$5 to wear jeans everyday for two weeks leading up to the bake sale. Along with their jeans, employees also wore a badge "**wearing my jeans to work to feed hungry children.**"

Add a Raffle to Your Bake Sale

Have your customers purchase baked goods and raffle tickets. Ask local businesses to donate items to be used for your raffle. Some businesses may require a letter from Share Our Strength. If you need help with this please email us at bakesale@strength.org. Past raffles items have included: gift certificates, jewelry, iPod, sports event tickets, and concert tickets. The possibilities are endless, be creative and have fun!

Take Your Bake Sale ONLINE!

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 your bake sale. Ask them to support your efforts by making a donation online. **Did you know that 60% of donors give larger amounts online then when writing a check or giving cash?** Use the power of the internet to increase your bake sale donations! If you have any questions about using the online tools please call us at 1-800-761-4227 or email us at bakesale@strength.org.



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