

# 10 STEPS FOR A **SUCCESSFUL** BAKE SALE



## GATHER YOUR **INGREDIENTS**

Ask family and friends to join-in and help you prepare, bake and participate in your bake sale. With more people you can spread out the workload, have more fun and enjoy spending time with those who are most important to you.

## BAKING BASICS

To begin, organize a team and assign roles and responsibilities. Decide who is baking, who is packaging the baked goods and who will help run the bake sale. Set a fundraising goal and pick a date and location for your bake sale. Also, create a plan spanning a few weeks so that you are not trying to organize your bake sale at the last minute.



## A PINCH OF **ZEST**

Garner support from your community. By involving your community you'll have access to additional resources, raise more funds and meet new people. Work with local businesses to receive donated baked goods, talk to schools and community centers to borrow tables and chairs and rally your neighbors to help you bake and sell.

## MIX IT UP

Provide a wide selection of baked goods for people to choose from. Include garnishes and toppings on cakes and cookies to make the items more enticing. Write your shopping list out as you plan what to sell to make sure you don't forget important ingredients.



## SWEET **SUBSTITUTIONS**

Make your bake sale healthy by incorporating low-fat baked goods, whole wheat flour, butter substitutes and desserts with fresh fruit. If you can, include the nutritional information on the packaging. People with allergies will be informed of the ingredients used in the baked good and those with dietary concerns will have options. When packaging baked goods make sure the portion sizes are appropriate.

## A LITTLE SPICE

Decorate your table and consider creating a theme—play off of a holiday or community event. Themes and decorations will attract buyers and possible media attention. You'll have fun planning and decorating around the theme and your bake sale will be more successful.



## PREHEAT THE OVEN

Promote your bake sale by downloading and distributing the "Visit My Bake Sale" flyer from the Participant Resource Center. Post the flyer around your community—in your neighborhood, at local businesses, at work and in places of worship. Print the media alert and send to local newspapers, radio stations and television stations.



## ADD SOME FROSTING

Use decorative paper, ribbons and stickers to creatively package your baked goods. Label your baked goods neatly and clearly and add a description or personal information, such as *Debbie's Decadent Chocolate Cake*.



## SERVE IT UP

On the day of your bake sale arrive early to set-up and organize baked goods on the display table. Make sure prices are easy to see and read. Create promotions, such as a mix-and-match cookie tray, where buyers can choose any three cookies for \$3. Price whole pies and cakes to sell, and provide buyers with stickers and information on Share Our Strength.



## CLEAN-UP

After your bake sale submit your funds online or through the mail. Download the Participant Thank You Letter from the Participant Resource Center and send the letter to those who donated resources or time.



Share your story with us by submitting a cover letter and photos with description information identifying all participants to: Share Our Strength, Attn: Heather Todd, 1730 M Street, NW, Suite 700, Washington, DC 20036  
[htodd@strength.org](http://htodd@strength.org)