

# BAKE SALE CHECKLIST

Here's a step by step guide to help you make your bake sale a successful and fun experience for everyone involved. Your enthusiasm and positive attitude are the most important ingredients in your bake sale. Dream big and believe in yourself and you'll find a way to achieve your goal.

## PLAN YOUR BAKE SALE

- Sign up at [GreatAmericanBakeSale.org](http://GreatAmericanBakeSale.org)
- Set a fundraising goal
- Create a timeline for your sale to help you stay organized
- Consider when and where you might hold your sale
- Gather your bake sale recipes (check out our Web site for fun ideas)

## SECURE A LOCATION WITH HIGH FOOT TRAFFIC

- When choosing a location, think of all the places you go to weekly, i.e., grocery stores, places of worship, farmers' markets, children centers, etc.
- Ask your friends and colleagues to help find a location for your sale
- If you plan to host your bake sale outside of a local business, be sure to get permission from the manager

## BUILD YOUR TEAM

- Recruit volunteers for your sale and assign each of them a role: purchasing supplies, baking, asking for donations, looking for a location, cleaning up, and setting up
- Get your kids involved! Find kid-friendly recipes and involve them in planning, baking and setting up.

## PROMOTE YOUR SALE

- Send all your friends and family an e-mail about your sale. Promote your sale on social networking sites like Facebook, Foodbuzz and Twitter.
- Make posters, flyers and banners and post them throughout your community
- Distribute flyers and information to organizations and businesses that you support
- Download the press release and media alert templates from the Online Participant Resource Center and send them to your local media

## BAKE AND GATHER YOUR ITEMS

- Request donations from local bakeries and supermarkets
- Think about which items you can make in advance and freeze or store safely
- Offer cultural and neighborhood specialties and items beyond baked goods such as lemonade, ice tea or hot chocolate
- Increase the visual appeal of your baked goods by adding garnishes and toppings

Can't find a location for your bake sale? Visit our Web site for a list of ideas.

Check out the Online Participant Resource Center for tools to promote your sale.

## INCLUDE HEALTHY OPTIONS

- Make healthy substitutions in recipes by using whole-wheat flour, butter substitutes and including fresh fruit
- If possible, include a list of ingredients on the packaging so people with allergies are aware of what is in each item

## PACKAGE AND LABEL YOUR GOODS

- Use decorative paper, ribbons and stickers to package your goods in a fun and tempting way
- Label all your items neatly with fun titles or descriptions like "Debbie's Famous Carrot Cake"
- Have quantities available to suit your customers—singles will like individually wrapped items, large families may prefer whole cakes or pies

## SET UP AND DECORATE YOUR TABLE

- Give yourself plenty of time to set up and decorate
- Make sure the prices are visible
- Use tablecloths, decorative platters and baskets to show off your baked goods
- Put up your official Great American Bake Sale poster and information sign

## HAVE YOUR BAKE SALE!

### OTHER WAYS TO RAISE FUNDS

- Raffle a specialty item or other prize
- Have a donation jar available for additional contributions
- Send your friends and family a link to your online web page to donate
- Take orders in advance and deliver them to colleagues and neighbors
- Create a mobile bake sale in your office, college dorm or neighborhood. Bake goods and go door to door selling your favorite treats.

### SUBMIT FUNDS RAISED

- 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 and include your Bake Sale ID number

### THANK EVERYONE AND CONGRATULATE YOURSELF

- Send thank you letters to your volunteers
- Congratulate yourself on a job well done and know that you made a difference in a child's life

Don't forget the Great American Bake Sale team is here to support you. If you need additional help, please give us a call (800-761-4227) or send an e-mail ([bakesale@strength.org](mailto:bakesale@strength.org)). For more great tips and recipes, be sure to visit [GreatAmericanBakeSale.org](http://GreatAmericanBakeSale.org).

Host an online bake sale. Learn more on our Web site.