

# HOW TO ORGANISE A BAKE SALE



## Choosing your venue

First, decide where to hold your bake sale. Ideally, this should be somewhere busy such as a school or an office, where you'll find plenty of willing customers.

Find out which permissions (if any) you need - and ask the appropriate person. Then agree a date, the time and a specific place to set up.

## Setting a date

If you have free reign, consider a celebration day - such as Valentine's Day or Halloween.

This can give you some great ideas for theming your produce; heart-shaped cookies and eyeball cupcakes, for example. And if you ask around, you may find someone with some red napkins or spooky table decorations, which they'll lend for the display.

World Cancer Day in February is another great day to hold a bake sale and can put buyers in a generous mood and prompt a conversation about why you're fundraising. Lunchtimes can be great if you want to catch a hungry crowd looking for a sweet treat to add to their lunch.

## Keeping everyone safe

Great care must be taken when handling food, so be sure to follow the basic rules for safe preparation, cooking, storage and display - to avoid any nasty upsets.

The Food Standards Agency has a useful booklet called 'Preventing Food Poisoning - Good hygiene at home', which can be downloaded free of charge from their website. Information can also be found on the NHS Choices website and from your local authority [www.nhs.uk/Conditions/Food-poisoning/Pages/Prevention.aspx](http://www.nhs.uk/Conditions/Food-poisoning/Pages/Prevention.aspx).

Please make sure that all volunteer bakers are aware of these regulations and act accordingly.

## Making preparations

- **Recruit your volunteers** - you will need people to bake, to advertise your sale and to sell on the day. Make sure everyone knows their role and that bakers know where and when to deliver their goods.
- **Start advertising** - use emails, posters, flyers, Facebook and Twitter to let as many people as possible know about your bake sale. Remember to include the date, time, location and the name of the charity - along with an idea of what people can expect.
- **Decide what to bake** - consider the cost of the ingredients and how much you can realistically charge to work out what the profits might be. Be sure to choose items that don't need to be kept cool in the fridge as everything will need to be out on display for the duration of your sale.
- **Cater for allergies** - it's nice to include everyone - and it also expands your market, so try to offer nut-free and gluten-free options. If you suspect there's a vegan in your midst, cater for him or her too (there are loads of easy recipes online). Ideally, ask each baker to list the ingredients of every item, so people can check for any other intolerances.
- **Decide what to charge** - be fair but don't under-charge; you can always reduce your prices if you need to (e.g. in the last hour) but it's bad form to put your prices up.
- **Consider the display** - try to think of decorative, eye-catching ways to display your baked goods. For example, ask friends and family if they have any cake stands you can borrow, or buy a cheap paper tablecloth in an attractive colour. Write cards with the name and price of each item (and be sure to say if they contain nuts).

## Getting kitted out

You'll need:

- ✓ Table[s] and tablecloths
- ✓ Cake trays and napkins
- ✓ Access to a bin (or bin bags)
- ✓ Buckets/collection tins
  - *These need to be empty and sealed at the start of the collection so you know exactly how much you raised on the day*
  - *It's a good idea to have a 'float' - a certain amount of coins in case your customers need change*
- ✓ Worldwide Cancer Research T-shirts
  - *One for each volunteer*

- ✓ Leaflets/ information about Worldwide Cancer Research
  - *Make sure each volunteer knows a little bit about Worldwide Cancer Research, so they can tell people where the money is going - and what good it will do. Lots of information about our research work and how we're making a difference is available on our website [www.worldwidecancerresearch.org](http://www.worldwidecancerresearch.org).*

## Succeeding on the day

Arrive in plenty of time to set-up - and let the appropriate person know that you're there.

It's a good idea to have a rota system for volunteers, so no-one is on their feet for too long. Encourage everyone to keep considering your display; to remove plates as cakes are finished, for example, so that everything looks neat and tidy.

At the end of the sale, collect all the buckets and collection tins together and put the money somewhere safe until it can be counted and banked.

Tidy up and inform anyone who needs to know that you are leaving. As you thank them, please mention that you'll be in touch to let them know how much was raised - and follow up on that promise as soon as you can.

Finally, count the money with someone else present and bag it up so it can be easily deposited into the bank.

## Paying in the money raised

There are many easy and secure ways to pay in all the money you've raised. You can pay in:

- Online by visiting [www.worldwidecancerresearch.org/donating](http://www.worldwidecancerresearch.org/donating)
- By sending a cheque. Please make it out to "Worldwide Cancer Research" and send it to: Worldwide Cancer Research, Madras House, South Street, St Andrews, Fife, KY16 9EH
- Over the phone by contact our supporter services team by calling 01334 477 910

**GOOD LUCK AND ENJOY!**