

*A sweet way to help children & families affected by cancer*



# Bake Sale!

**DATE:** \_\_\_\_\_

**TIME:** \_\_\_\_\_

**LOCATION:** \_\_\_\_\_

September is Childhood Cancer Awareness Month. We are hosting a Cupcakes for a Cause Bake Sale and donating the proceeds to the CancerCare, a nonprofit which provides free services to children and families affected by cancer.

**WWW.CUPCAKESFORACAUSE.ORG**

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# Bake Sale!



We are selling Cupcakes for a Cause<sup>®</sup>  
to support CancerCare

[WWW.CUPCAKESFORACAUSE.ORG](http://WWW.CUPCAKESFORACAUSE.ORG)

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*Hosting a Cupcakes for a Cause® Bake Sale at your school is a sweet way to help children and families affected by cancer! Put the fun back into fundraising by using these helpful tips to plan your own bake sale benefiting CancerCare.*

### Pick a Date and Time to Have Your Bake Sale

Choose a time period that is likely to attract the most visitors. This might mean coordinating with the timing of another local event, or choosing to have your bake sale over the lunch hour for a few days in a week.

### Find a Great Location

Places with lots of people are the best places to have a bake sale. Try to pick a high traffic area where lots of people will walk by, and make sure your bake sale is visible, and easily accessible, to potential customers. Some ideas for locations include your community center, your local school, sports fields, or a community event.

### Recruit Volunteers

Bake sales are a great way to bond with friends, teammates, co-workers, and neighbors! Ask for help in a number of areas: posting signs around your community, baking the cupcakes, setting up and cleaning up the table, selling cupcakes during the bake sale, collecting donations.

### Advertise

Post flyers around your community in the week or two preceding your bake sale. And leverage the power of the internet – send an email to your friends and community members or create an event on Facebook for your bake sale and invite all your friends. If you use Twitter, don't forget to tweet about your bake sale.

### Plan Your Pricing

Set your prices in advance and make signs so that your customers know how much everything is. Make sure you have small bills and coins on hand to make change. Consider putting a donation jar out so that your customers can donate a little extra to the cause.

### It's All About the Presentation

Make sure your table looks clean and neat – use a table cloth and arrange your cupcakes for presentation. Decorate your cupcakes with sprinkles and candies to make them look polished. Have paper plates and napkins on hand for people who want to eat right away, and consider small containers for those who want to take their cupcakes to go. And of course, make sure you put out the bake sale signs provided so that customers understand who their money is going to help.

### Manage Your Money

Keep money from the sale of cupcakes in a box or envelope. You can also have a separate jar for additional donations to CancerCare.

### Make Your Impact on the Lives of Children and Families Affected by Cancer

Once your bake sale is complete, please tally the money you raised and collected and write a check for that amount payable to CancerCare. Write "Bake Sale" in the notes and please mail all checks to:

CancerCare  
275 Seventh Avenue, 22<sup>nd</sup> Floor  
New York, NY 10001  
ATTN: Christina Wyman

### Share Your Story

We love to receive great news! Please send us information and photos of your bake sale and tell us how you made it successful!

Email [cupcakesforacause@cancercare.org](mailto:cupcakesforacause@cancercare.org).



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**HOST A BAKE SALE AT YOUR SCHOOL:** *These tips are tailored specifically to help you plan a bake sale benefiting CancerCare at your school.*

### Pick a Date and Time to Have Your Bake Sale

Choose a day/week and time that is likely to work for your school. You should avoid planning it on a day when many students will be off-campus, for example. Try to pick days when extra people will be on campus, like parents' days and tour days; dates of school plays and dance performances would also be a good choice.

### Find a Great Location

Places with lots of people are the best places to have a bake sale. Pick a high traffic area where lots of people will walk by. Consider setting up in front of the cafeteria during meals (just get permission first). If your school has dorms, this might be a great option. Another great location is at home sports games or other school events:

- Decorate your cupcakes and your table with school colors.
- Have a great aesthetic appeal: music, cool colored tables, cupcakes with cool decorations.

### Work Together

Bake sales are a great way to bond with friends, teammates, and classmates! Work with a group you're already a part of, like a club or sports team, or even your home room or class. Divide the tasks into a number of areas and let people work on what they're most comfortable doing: posting signs around your campus, baking the cupcakes or getting them donated, decorating your table or booth, and selling cupcakes during the bake sale.

### Advertise

Post flyers around your campus. Leave notes about the bake sale on chalkboards and make announcements in your classes. Send out a mass school email about your bake sale. Create an event on Facebook and invite all your friends.

### Leverage Teachers, Parents, and Administrators

Contact the Dean of Students, Community Service Director, or just a teacher you like and ask for their assistance in planning. Ask parents to advertise at their workplaces and get orders for cupcakes.

### Allow Customers to Send Cupcakes to Friends

Set up a way for people to send personal cupcakes to a friend, significant other, or secret crush with a custom message. Cupcakes can be delivered to the recipients at their dorm or homeroom.

### Add Incentive

Get a prize donated and give away a raffle ticket with cupcake purchases. Pick a winner at the end of the bake sale.

### Add Competition

Pair up with a rival club or school to see who can raise the most money for CancerCare.

### It's All About the Presentation

Use a table cloth and arrange your cupcakes neatly. Decorate your cupcakes with sprinkles and candies. Have paper plates and napkins on hand for people who want to eat right away. And of course, make sure you put out the bake sale signs provided so that customers understand who their money is going to help.

### Manage Your Money

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### Share Your Story

We love to hear great stories about bake sales! Please send us information and photos of your bake sale and tell us how you made it successful! Email [cupcakesforacause@cancercare.org](mailto:cupcakesforacause@cancercare.org).



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**HOST A BAKE SALE AT YOUR COMPANY:** *Hosting a bake sale at your company is a great way to boost morale while supporting a great cause! You will help raise much needed funds for CancerCare, a nonprofit which provides free support services to children and families affected by cancer. Below are some tips to help make your bake sale a success.*

### Participation decision

- Find a “champion” in HR or office management to work with you. Get management approval.
- Recruit co-workers to help with planning and staffing the bake sale.
- Determine where to host. If your lobby or building services more than your company, make sure you have the building manager’s approval. If it’s easier, consider hosting in conference rooms or the cafeteria.
- Pick date(s).
- Decide if you will buy or bake your cupcakes.

### Work Together

Bake sales are a great way to bond with co-workers! Divide the tasks into a number of areas and let people work on what they’re most comfortable doing: posting signs around your building, baking or ordering the cupcakes, decorating your table, and selling cupcakes during the bake sale.

### If You Have a Corporate Cafeteria

- Discuss with head of cafeteria services to obtain support and clarify roles and responsibilities.
- Keep it simple for everyone’s sake and to maximize likelihood of repeating again next year.
- Determine if cupcakes will be baked on site or obtained from distributor/bakery.
- Establish pricing. i.e. \$2/ cupcake.
- Determine how funds will be handled. For simplicity, we recommend volunteers take responsibility for cash to avoid mixing with cafeteria funds.

### If You Do Not Have a Corporate Cafeteria

- Divide up baking or buying among employees.
- Proceed as detailed above.

### Advertise in Advance to Generate Interest

- Post flyers around your building.
- Get management approval to send out a mass email about your bake sale.
- Post notice on company intranet.

### Add Competition

Pair up with another branch, office, or department to see who can raise the most money for CancerCare. Consider adding incentive for the winning group, like a Casual Friday, or an additional donation from the company on their behalf.

### Manage Your Money

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### Make Your Impact on the Lives of Children and Families Affected by Cancer

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### Share Your Story

We love to hear stories about bake sales! Please send us information and photos of your bake sale and tell us how you made it successful! Email [cupcakesforacause@cancercares.org](mailto:cupcakesforacause@cancercares.org). You may even be featured in CancerCare’s newsletter or website.

