

Plan USA

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Fundraising Tool Kit B

BAKE SALE

Bake sales have long been one of the most popular ways of raising funds for schools, religious organizations and social clubs. They can be great moneymakers because there is little or no actual capital required. All of the baked goods are usually donated. Bake sales are also known community social events. People enjoy getting together over a common goal. Whether it's the people behind or in front of the table, they just love to mix and mingle at a bake sale. Here are several points to hosting a successful bake sale for your organization.

TIPS AND HINTS:

Select a leader - Someone who has excellent organizational skills. The person should also be able to delegate responsibilities, which is extremely essential to a well run sale.

Volunteers are imperative – These individuals will organize donations, handle publicity, set-up tables and/or the booth, sell goods, collect money and clean up.

Donations are key - Be sure to be specific in what baked goods will be needed for the sale straight from the start so as not to end up with too many of one item.

Timing and location are important - Try to place your table and/or booth in a high traffic area. To guarantee a heavy traffic flow, plan the sale around other coordinating events. Local craft shows may allow free booth space for a worthy cause.

Presentation is everything - Set out nicely decorated and organized tables. Use tablecloths. The baked goods should be your best decorations. Divide the baked goods according to type (cookies, cakes) and/or serving size (whole cakes, individual cookies). If you have several tables, separate them into just pies, cakes or even one just for chocolate goods.

Know your customers - Are you selling to big families? Sell cookies by the dozen and entire cakes. Sales to children or singles will be higher with individual packages of baked goods such as one brownie or one cupcake.

Think beyond baked goods - Serve coffee at bake sales in the evenings or on cold days. Selling cold bottled water or lemonade along with the baked goods at a football game would increase profits. If sales are slow have hourly specials. Group certain goods together for special pricing. Get recipes for all of the baked goods prior to the sale. Anyone with word processing knowledge could prepare a small, inexpensive cookbook for sale. Prior to the winter holidays, don't be limited to the typical bake sale. Try to coordinate donations of specially packaged baked goods that the buyer could in turn give away as gifts. Offering cookie ingredients or homemade granola in decorated jars would be

the perfect sale for that time of year

BBQ DINNER

Plan an afternoon of neighborhood fun with a barbeque fundraiser. First, approval is needed from the local authorities to block off certain streets in the neighborhood for a specific time frame. There may be minimal costs associated with this but if it's a negligible amount, the cost can come out of the raised funds.

Time to get busy! Plan games for the children (Twister, bobbing for apples, bingo...), plan the menu, the drinks, whose yard will be used, whose grill. Estimate how much it will cost to buy the burgers and the hotdogs and then plan to charge, perhaps, \$5 per person. Ask friends to make salads and donate fruits, vegetables, chips and dip....send out flyers to all the neighbors explaining the event, where the proceeds will go.... Advertise, advertise, and advertise! This is a neighborhood block party for a great cause. Families will enjoy the camaraderie and children will enjoy the fun and games.

TIPS AND HINTS:

Create a budget:

Create a budget identifying the total number of guests expected, and the cost to feed each guest. Try to get as many supplies as possible donated so that you don't have to invest a large amount of money. Check with your local grocery stores, restaurants, or butchers to see if they would like to donate. Make sure to acknowledge donations on a poster at the event.

Pick a location:

If your list of guests is too large for your house, try to getting permission to use a school dining hall or church hall for the evening.

Cooking Logistics:

Don't forget to figure out the menu, who will cook, how the food is going to be prepared, and how to transport food to the party location (if necessary).

Tickets:

Selling tickets to the event ahead of time will help you estimate the amount of food to buy as well as how many tables, chairs, plates, cups, and flatware will be needed.

Specify where donations will go:

Make sure you specify on the can exactly what cause the donations will be used for. Example: "to purchase school supplies for under privileged children." People will be more likely to give if they can associate their donation with a specific cause or ongoing program. And if it happens to be one that warms the heart, it's money in the bank!

Publicize your event:

Use posters and press releases to notify the community and media of the event. Consider sending out invitations to local organizations, groups, or schools.

Entertainment:

Consider having a band, DJ or dance group donate their time to entertain your guests before and after the dinner. Also consider having a group discussion about child exploitation, poverty, and ways the local community can help the world's most vulnerable children and communities.

