



SHARE OUR STRENGTH'S
BAKESALE
NOKIDHUNGRY™

PRESENTED BY



6 Weeks to Bake Sale Success!

Follow these tips for bake sale success in just six weeks!



Week

1

- **Customize Team Webpage.** Login to your online Fundraising Center and update your team webpage with the details about your bake sale.
- **Create an Address Book.** While in your online Fundraising Center, add your contacts to your bake sale address book.
- **Build A Team.** Send an email to all potential team members and ask them to join your team. Dividing up the work load among a team will make planning your bake sale a piece of cake.

Week

2

- **Assign Jobs.** Once your family, friends and co-workers have joined your team, assign each of them a task to complete. (You'll need Bakers, Promoters, Sellers, etc.)
- **Secure a Location and Set Date.** While this can be done earlier, you may want to use contacts or the expertise of your team members to find a bake sale location. Remember to pick a location that will get you noticed.
- **Email Bake Sale Staff.** The Bake Sale for No Kid Hungry staff wants to hear about your progress and can answer your questions. To get connected email bakesale@strength.org.

Week

3

- **Update Team Webpage.** Update your team page regularly with more details about your bake sale. Include a list of all the tasty treats that will be available for sale.
- **Send Update Email to Team Members.** Update your members on the planning so far, including the date and location, and remind them to tell everyone they know.
- **Send Save-the-Date Email to Address Book.** A sample Save-the-Date email is available in your online Fundraising Center. Also consider creating a Facebook event and inviting all of your friends.

Week

4

- **Advertise.** Letting your community know about your bake sale is one of the most important steps. Check out the tools in the online Bakers' Resources including the flyer template and media alert template. Also, be sure to add your bake sale to the Bake Sale Map on our website so that people in your area can support your efforts.
- **Ask for donations.** To make life easier and help cut costs, ask local supermarkets, restaurants, and bakeries to donate items to your bake sale. Use the Donation Request Letter located in the Bakers' Resources.

Week

5

- **Bake!** Make sure to have a lot of variety for your customers including beverages and healthy options. Bake ahead of time and freeze your treats.
- **Send Reminder Emails.** Now that your bake sale is so close, make sure you remind everyone to stop by and help end childhood hunger!
- **Post to Social Media.** Tell your friends about your sale by tweeting and updating your status on Facebook. When posting to social media, share a link to your online fundraising webpage and ask for online donations.

Week

6

- **Finalize Plans with Team Members.** Make sure that everyone on your team knows what to bring and when to arrive at the bake sale location.
- **Host the Sale.** Have a great time at your bake sale and be sure to take lots of photos.
- **Submit Funds.** Login to your online Fundraising Center to donate your proceeds online or mail a check to: Share Our Strength, PO Box 75203, Baltimore, MD 21275.
- **Share Your Story.** Email photos to BakeSaleforNoKidHungry@gmail.com