



Fundraising Information Sheet - Cake Sale

Introduction

Holding a cake sale is a fun way to raise money for your group or organisation.

Planning and Preparation

Cakes sales are not difficult to organise but you will need to spend time planning the event.

Date and venue.

Could you hold it at one of your regular meetings?

Make sure the date doesn't clash with other nearby events.

Or think of holding it at an event that someone else has organised – e.g. a church fete.

Think about tying it in with a special time of year – mince pies and Yule logs at Christmas, scones with cream and jam in summer.

Could you combine it with a coffee morning? You could then sell small cakes or slices of cake to eat there, as well as cakes to 'take away.'

Advertising

Ask your members to spread the word to friends and family.

Put up posters near the venue or ask if local shops will display a flyer.

Put a notice in your local paper or parish magazine.

Providing the cakes

Make a list of people you could ask to provide cakes. Lots of people enjoy baking and like showing off!

Make sure everyone knows when and where to deliver their cakes, and to mark their boxes/tins if they want them back.

Allergies can be a problem – make sure cakes containing nuts or gluten are clearly labelled.

Ask people to say if cakes have previously been frozen and the date they were made.

Equipment

You will need tables on which to display the cakes, and pretty tablecloths and perhaps a few flowers to brighten up the stalls..

If you're serving tea and coffee, you will need small tables and chairs for visitors, plus plates, napkins, cutlery and crockery, an urn or tea pots.

You will need bags to sell the cakes in.

You will need a float – your first customer is bound to only have a £20 note.

Risk Assessment

If your event is taking place where your club/day centre normally meets, a risk assessment will already be in place. Otherwise, you don't have to come up with a complex document – but you need to ensure you are taking the appropriate health and safety measures.

On the Day

Put posters up outside the venue – perhaps with some balloons or bunting to attract 'passing trade.'

Ask helpers to arrive in plenty of time so that everything is ready before your customers arrive.

Label all the cakes beforehand, and include date they were made.

Price all the cakes. Think about offering deals – buy two cakes and get one free, or buy two scones and get a free cup of tea.

You won't need a huge number of people to sell the cakes and make tea or coffee but you will need to make sure everyone knows what is expected of them.

Have some brochures available to tell people about the organisation you're raising money for.

Afterwards

Make sure you have enough helpers to wash up, count the money and clear up.

Make sure you thank everyone who has contributed to the event.

What you need to know

Food hygiene

Obviously, you have a duty of care to ensure that the food you provide is safe.

Food hygiene is mostly common sense but for more detailed information, see the Food Standards Agency website: <http://www.food.gov.uk/>

Useful References/Links

Books

Tried & Tested Ideas for local fundraising events, by Sarah Passingham ISBN 1 903991 37 4

Need to know? Fundraising, by Michael Norton ISBN 978 0 00 724665 6

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