



MOMS Club of Aurora South (CO), Aventura Mall Bake Sale (FL), Three Sisters Bake Sale (CA)

TOP 10 TIPS FOR EVERY BAKE SALE

So you're ready to plan your bake sale. We know it can seem a little daunting to put everything together, so here's a helpful list of tips from some of our bake sale participants. No matter where you are, whether it's a big city or small town our top 10 list will help you achieve success!

1. **Location, Location, Location** is very important. We suggest choosing a location in a high traffic area so that you'll have lots of customers. Bake sales are held in neighborhoods, at churches, at sporting events or outside local retail shops. Terri recommends partnering with a local business, it's a win win for everyone. The business gets extra publicity and you get guaranteed foot traffic. She had her bake sale at Ace Hardware located in a local strip mall.
2. **Everyone Wants to Pitch In.** Make your bake sale a family affair and get everyone involved. When you tell your friends and family what you're doing and why, they will want to help out. Ask them to supply items for your bake sale or help you out the day of your bake sale.
3. **Who Doesn't Love a Bake Sale?** Most employers are very supportive of employee fundraising events. Talk to your HR department or supervisor to get your bake sale approved. Having your bake sale at work is great because your co-workers can help you bake and they also make great customers. Denise in Plano, TX works for a large company. Last year her first bake sale was such a huge success that this year company executives asked her to organized eight bake sales at eight different locations.
4. **Listen Up and Read All About It.** Local media can help increase foot traffic by promoting your bake sale. Send your local newspaper, radio and TV station information about your bake sale. We have created a media alert which you can customize. It's available in the Participant Resources section on our website www.GreatAmericanBakeSale.org. Kurt in Athens, GA was able to get a local newspaper to write a story about his bake sale. Thanks to support from the newspaper, Kurt raised \$950 surpassing his \$400 goal!
5. **Lesson Learned: We Can Make A Difference.** Get the kids involved. A story about kids helping kids is a great way to attract local media attention to help publicize your bake sale. With the media's help you'll have lots of customers at your bake sale. Plus, the kids are learning a valuable lesson; if we all do our part we can make a difference!
6. **Donation Jars Bring in the Dough.** Have a donation jar at your table. This is another easy way collect additional donations. You'll be pleasantly surprised to see how many people purchase items and then give an additional donation.
7. **Tickets, Tickets, get your Tickets here...** Add a raffle to your bake sale. Ask local retailers to donate merchandise or gift certificates to your bake sale's raffle. This is a fun and easy way to increase donations; everyone always wants to be a WINNER!
8. **Do You Need Change?** We know this sounds a little silly, but often when you ask a customer if they need change after their purchase, they'll usually say "no" and tell you keep the change as an additional donation.
9. **One Size Doesn't Fit All.** Have a wide variety of bake goods available, from individual servings to whole pies. Why not offer some drinks too? Lemonade and iced tea are very popular additions to any bake sale. And finally, include some healthy items for those watching their waistlines.
10. **The Power of the Internet.** Once you have successfully completed your event take your bake sale to the internet. Send out an email to all your friends, family and co-workers who could not attend and **ask them to support your efforts by making a donation online to your Bakeless Bake Sale.** After her bake sale, Pat sent out an email to all her contacts and raised an **additional \$900 online.** Did you know that 60% of donors give larger amounts online then when writing a check or giving cash?

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