

HOW TO ORGANISE A CAKE SALE

TOP TIPS:

- Take time at the beginning to put together a plan with timescales; it will change but will help you keep on track
- Be clear on who is doing what and when

WHAT YOU WILL NEED

- Somewhere to hold the event
- Cakes and bakes to sell
- A cash float
- Tables or counter
- Containers/sandwich bags/tin foil so people can take cakes away
- Price list
- Posters/leaflets advertising the event
- Decorations

BEFORE THE EVENT

Venue and date

First things first, find a venue you can use free of charge, such as local village hall, friend or family member place of work, place of worship or other community space.

If you can find an event that you can tag onto such as a school fete or local fun day, even better as you will have a ready-made audience. If not, think about the best time to have your cake sale, maybe during lunchtime or when school finishes for the day.

Advertising

Next, pick a date and start spreading the word. If you know someone creative that can create a poster for you, make sure you include what, when and where. Ask local businesses to put the poster up in their windows, or perhaps leaflets on their tills. You could also drop leaflets to businesses and properties near your venue. Make the most of social media and share with friends and family, as well as local what's on groups.

Cake

Now for the cake; again friends and family can be a great help here with donated cakes and baked goods, anything from biscuits and flapjacks to whole cakes. Don't be afraid to approach local shops/bakeries for donations for the sale; make sure when

approaching them you are clear on what you are doing, why you are doing it, what it is you want and what you can offer in return eg a mention on the event poster, or a thank you note next to their cakes on the day so people know who donated them.

While selling food at a charity event does not require a food hygiene certificate, good practice should be followed and you can find more information on the Food Standards Agency website - www.food.gov.uk/business-industry/caterers/food-hygiene/charity-community-groups.

We would suggest having a list of ingredients available for anyone asking about allergens such as gluten or nuts.

Extra bits

Bring enough spare change and make the prices round numbers. Have a think about how much to charge for the cakes. Putting together a price list will make life much easier on the day. Maybe consider offers such as 'buy three cakes, get one free', or 'four muffins for £3'. Large cakes could be sold by the slice or as a whole.

Maybe have a think about other ways in which you could raise some extra cash, such as selling drinks alongside your cakes, a sweepstake to guess the weight of the cake, or recipe cards to sell.

ON THE DAY

Make sure you arrive in plenty of time to get set up. Maybe use some of our downloadable bunting to decorate your tables, and take some time to make the cakes look as inviting as possible.

Keep your cash safe; have a lockable cash box if possible and make sure it is kept out of reach of the customers. Please be aware of hygiene when handling the cakes.

Smile and engage with your customers; the more you look like you are having a great time selling your cakes, the more appealing your stall will be to any passersby.

Don't forget to keep an eye on your display; top up the cakes as needed if you have spare.

AFTER THE EVENT

Please make sure you leave your venue clean and tidy, and if appropriate, make sure you thank the venue owner/manager.

All that is left to do is pay in your cash! Please see your introduction letter or the guidelines for further information.

