

Cake Sales and Coffee Mornings

Cake sales are a staple fundraiser. They don't take too much organising, and can be held at home, work, school, university or as part of another event. You can also upgrade it to a coffee morning to add to the event!

Getting ready for the event

- Pick a time and place - Get in contact with the venue and agree on an available date.
- Advertise - Make an event on social media and create some posters to put up around local venues and social media.
- 3, 2, 1, BAKE! - Even if you don't like baking, most people know someone who does. Ask your family and friends to help out not just by providing items to sell, but also by spreading the word among friends. The more people who help, the better your sale!

What you'll need

- Cakes!
- Decorations for your stall
- Meningitis Research Foundation cake stand, posters, cake labels
- Collection tin and/or contactless payment app.
- Charity t-shirt



On the day

- Get there early to set up your stall and decorate the area using MRF resources.
- Get selling! Don't be afraid to approach people and offer tasty samples to grab people's attention.
- If you are doing a coffee morning with the cake sale, allocate volunteers different roles to make sure everything gets done - taking money, washing up, making drinks...

Natalie raised £188.00 at her cake sale!
- Natalie McCurdy, London Marathon

Turning a cake sale into a coffee morning

- Think about what venue you can use to host people, a town hall or local venues could work well.
- Approach organisations who might be interested in helping with the event, for example the Women's Institute, local schools/churches or sports groups.
- Tell people about the cause you're raising money for, and use the event to display awareness posters to spread knowledge.
- Think about extras you can add to the event to increase donations: a raffle, live music or a tombola could add interest.

The important bits

- Be sure to keep your cakes fresh and hygienic by using rubber gloves to handle them.
- If there are allergens in any items make sure to label them on the sign or with cake labels.
- Be careful handling hot liquids and have a range of alternative milks for hot drinks.
- Keep the money you raise safe and do not open any tins with any monies in in public.
- Pay it in to MRF as soon as you can.



Top tips

- Give the event a theme: e.g. Christmas, Valentines, or Easter.
- Add your collection tin to your display and tell your customers about the cause you're raising money for - you may find they add their change to your pot rather than their pocket!
- Have cakes leftover at the end of the day? Sell them by asking colleagues, friends and family or even knocking at your neighbors. If you are selling them in a public place just make sure you get permission first!
- Ask people for a 'suggested donation' for tea/coffee/cake etc. with a list of suggested prices on a board - that way you don't have to pay any VAT!



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