

Cake Sale Guide

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.

Getting ready for the event

- Pick a time and place. Reach out to a contact at your chosen location and arrange a time to hold the cake sale.
- Advertise. Make a Facebook event and use our cake sale posters to promote your cake sale.
- 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
- Cardboard collection tin
- Charity t-shirt



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

On the day

- Get there nice and early to get everything set up.
- Decorate your stall with a tablecloth, cake stands and get selling! Don't be afraid to approach people and offer free samples etc. to grab people's attention.



The important bits

- Be sure to keep your cakes fresh and hygienic by using rubber gloves to handle them
- Keep the money you raise safe and do not open any tins with any monies in in public
- Pay it in to Meningitis Research Foundation as soon as you can



Top tips

- Add your collection tin to your display and be sure to tell your customers about the cause you're raising money for, and you may well find they add their change to your pot rather than their pocket!
- Invite people who were unable to make it to make a donation to your fundraising page instead.
- 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!

If you have a question or want help with any aspect of your fundraising for Meningitis Research Foundation, please feel free to get in touch.

