

Cake Sale Guide

Cake sales are a staple fundraiser. They don't take too much organizing, and can be held at home, work, or as part of another event.

Getting ready for the event

- Pick a time and place. Past events have worked well in the workplace, at fairs, or as part of an event such as a Coffee Morning.
- Advertise. How you do this will depend on where you are holding the event, but you could make a Facebook event; send an email round to your colleagues, or create posters to put up in your local area.
- 3, 2, 1, BAKE! Even if you don't like baking, most people know someone who does. Ask your 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 (charity balloons and banners)
- MRF cake stand, posters, cake labels
- Cardboard collection tin
- Charity t-shirt



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"Small events like cake sales are the key to chipping away at your fundraising target!"

- Keira Norris, Everest Base Camp

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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 pay it in to MRF 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 were unable to make it to make a donation to your fundraising page instead.
- Maximise donations by running some kind of competition as part of your stall, such as a 'guess the number of sweets in the jar'

For more information contact
fundraising@meningitis.org

Natalie raised £188.00 at her office cake sale!

- Natalie McCurdy, London Marathon

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