



HOW TO PLAN A BAKE SALE

From a small one-off cake stall to a fancy tea party, bake sales are bound to be a success because everyone loves cake. Suitable for groups of any size, they're easy to organise and don't cost much to set up. They can also be linked with campaigning actions such as Write for Rights. Here's how to plan yours.



STUDENT GUIDE TO FUNDRAISING WITH AMNESTY

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THE TEAM

Bake sales don't need a huge team – they do need lots of baking hands. Recruit the following roles and then ask other volunteers to sign up as cake makers.

SECRETARY

Oversees the entire fundraiser, ensures everyone gets their job done, liaises with the Student Union if on campus, and organises volunteers to sell cakes on the day.

LOGISTICS COORDINATOR

Locates the perfect venue and all that goes with it, eg tables, table cloths, urns for hot drinks, napkins, cutlery, washing up facilities, rubbish bags etc. Ask: Will you need bags to sell them in or paper plates to serve them on? Will the cakes need special storage/fridge?

CAKE COORDINATOR

Acquires and bakes as many cakes, cookies, brownies, biscuits as possible to sell and ensures there's a good mix. Gives cake makers a time and place to leave their treats, a day before or morning of the event.

PUBLICITY MANAGER

In charge of getting the word out through social media, flyers and posters, and/or invitations.

THE VENUE

Ask your Student Union where you are allowed to set up for a low price or for free. Where will it be busiest? Outside of campus, hold a tea party at your home (which will generally make life easier for logistics), park or garden. Another option includes teaming up with a bigger event.

THE CAKES

As well as baking yourself, recruit friends to make their specialities! Find out if the cookery or cake baking society at your university will help. Krispy Kreme stores will generally give you free boxes if fundraising for charity. Introduce themes or have a prize for the most creative cake.

THE PRICING

On the day, have a float, work out how much you need to charge, price clearly and have the right coins for customer's change.

THE PUBLICITY

At least a week before the event, make an event page on Facebook and tweet about it. Post photos of cakes to build up interest. Also make flyers and posters advertising the cake sale, with directions for the day.

THE RESOURCES

Make sure you promote Amnesty International so people know that you cakes are being sold to support a cause, with a poster or banner on your stall, or campaigning and collection materials. Email fundraise@amnesty.org.uk to find out more about our free resources.

AMNESTEA

If you plan to sell tea and coffee at your event, order our free AmnesTEA kits. They contain everything you need to hold an Amnesty themed tea party, including invitations, bunting, cake toppers and Amnesty information – the perfect companion to your bake sale.

To order, go to www.amnesty.org.uk/tea

Please note:

Some SU's are concerned about serving hot drinks so check early on to avoid confusion.

Try to provide a couple of speciality items like nut-free cookies or gluten or dairy-free cake for those with allergies or special diets. Add healthy options such as fruit salad and popcorn.