



## How to Host a Bake Sale

Bake sales have always been one of the most popular ways of raising funds. They are great moneymakers because there is little or no actual capital required, and you can even try to get your baked goods donated. Reach out to local bakeries, corner markets, or grocery stores to see if they are willing to donate.

Bake sales are great social events and people enjoy getting together to support a common goal. You could host a bake-a-thon at your home or church kitchen, or you can assign baking tasks to your friends and family. Recruit them to attend the bake sale to share recipes and tips, and have fun!

Here are several tips to make your fundraising bake sale successful:

- **Select a Leader:** Your leader should be someone with excellent organizational skills who is good at delegating responsibilities. These are two essentials of running a great bake sale.
- **Volunteers are Imperative:** The bake sale leader will need several dedicated people to organize donations, handle publicity, set-up tables and/or the booth, sell goods, collect money, and clean up.
- **Donations are Key:** Be specific about what baked goods will be needed for the sale and keep a list; this will avoid ending up with all chocolate cakes! Give sign-up sheets with a list of needed items and ask for a first and second choice of donation preference. You may want everyone's phone numbers or email addresses so that the person can be reminded of their specific baked good. Be specific on how you want the goods packaged (some states have health codes stating that everything must be individually wrapped). Also, each baked good donated should have an index card attached stating the name of the dish and a list of non-obvious and/or outstanding ingredients such as coconut, peanuts, or dried fruits.
- **Timing and Location are Important:** Place your table and/or booth in a high traffic area. To guarantee a heavy traffic flow, plan the sale around another event. School affiliated events, sporting events, and theater productions would be perfect times to host a bake sale.
- **Presentation is Everything:** Organize and decorate your table with your baked goods. Divide the baked goods according to type (cookies, cakes) and/or serving size (whole cakes, individual cookies). If you have several tables, separate them by pies, cakes or even one just for chocolate goods.
- **Know your Customers:** If you are selling to large families, you can sell cookies by the dozen and entire cakes. If you are selling to children or individuals, you can sell individual packages of baked goods such as two brownies or one cupcake.
- **Think Beyond Baked Goods:** Serving coffee, hot cocoa, bottled water or lemonade will increase profits. If sales are slow, have hourly specials, and group certain goods together for a special price. Get recipes for all of the baked goods prior to the sale. Anyone with word processing knowledge could prepare a small, inexpensive cookbook to sell. Prior to the winter holidays, don't be limited to the typical bake sale; try to coordinate donations of specially packaged baked goods that the buyer could give as gifts. Offering cookie ingredients or homemade granola in decorated jars would be the perfect sale for that time of year.
- **And Think Autism:** Create puzzle piece shaped cookies to get people talking about this puzzling disorder.

**Contact your local Autism Speaks office for autism-related materials to display at your event, such as brochures and Walk Now for Autism Speaks banners.**