



How to Host a Pancake Breakfast

Putting together a pancake breakfast fundraiser is a great way to raise funds for your team. You can make this event extra successful by adding many ways to collect donations throughout the breakfast.

Getting Started:

You will need a large space with kitchen facilities, plenty of batter, butter, syrup, and volunteers. With such simple ingredients required, below are some additional steps you can take to double or triple your fundraising results.

Publicity:

To attract as many customers as possible, you really need to publicize. You can put up roadside signs and/or post an advertisement in your community's newsletter. You can also put together a press release featuring a newsworthy aspect of your pancake breakfast describing why you are raising funds for Autism Speaks and how you are personally connected to our mission. When promoting your event, always focus on telling a story that will be interesting to newspaper readers, TV station viewers and/or radio station listeners.

Additional Ways to Fundraise at your Breakfast:

Include a Silent Auction. An easy way to boost results from a pancake breakfast is to add silent auctions of donated goods and services. Ask your local businesses, such as retail stores and restaurants, if they will donate items. Place silent auction items on tables where customers will be served breakfast and have wall signs highlighting the silent auction process. Include a full description of each item and have enough lines on your bid forms for at least twenty bids. *Also see our detailed pages on how to host a silent auction.*

Conduct a Raffle. Pancake breakfasts are a great place to sell raffle tickets. Many of your customers will buy a raffle ticket especially if it is reasonably priced and has a large prize. Offering the raffle tickets right next to your payment table will also raise your chances of receiving donations. If you can't get a prize item donated, you can run a 50/50 raffle. This type of raffle is where the holder of the winning ticket gets half of the ticket revenue and the other half goes toward your fundraiser. *Also see our detailed pages on how to host a 50/50 raffle.*

Ask for donations. Place a large container next to your payment table and clearly label it as a place for additional donations. Even if people only donate change from paying for their pancakes, you'll raise a considerable amount. Attaching a note saying 'Every Little Bit Helps' or 'Make Checks Payable To' are great ways to stimulate donations.

Sell Advertising:

If you are using paper placemats for your pancake breakfast, you can sell advertising space on them to local businesses. This works especially well when your event is an annual affair and draws a substantial crowd. We've even seen some teams put a couple dozen ad blocks on their placemats and charge as much as \$100 a spot.

Promote Awareness with Entertainment:

During your breakfast you can either show a documentary about autism or have a guest speaker talk about their personal experience with autism, such as a parent, sibling, or service provider. Adding this personal touch and explaining why it's important to raise money to help fund research and services for Autism Speaks will help drive your revenue.

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.