ORGANISING A BAKE SALE

Who doesn’t like cakes? This sweet (or savoury) treat stall could be low cost, easy to organise and scaled up or down depending on your venue. Here’s a quick guide to organising one...

GET ADVICE AND KEEP IT LEGAL

Bake sales are fun and easy, and a great way to raise money. Unless you have a trading license, then you will also need to ask for suggested donations, rather than selling for a fixed price. Most people won’t refuse to give the donation, so it tends to make little difference – in fact, you sometimes make more, because people have the option of paying far more than a small cake is actually worth, and people are frequently very generous!

TARGET:
£50 - £200

DECIDE ON A LOCATION

Ideally you want somewhere with a high footfall like a village fair or captive audience like an office. Make sure it’s a busy day of the week or time of day.

WHO’S GOING TO BAKE THE CAKES?

If you and your team are going to bake lot of cakes, how will you pay for the ingredients? Approach local supermarkets who might like to sponsor the bake sale or make a donation of some ingredients. Remember to leave plenty of time to write a letter to the manager and wait for a response. Encourage your friends, relatives and colleagues who like to bake to donate a few items, you could introduce a bit of a competitive ‘bake-off’ angle!

WHAT WILL YOU SELL ‘EXCHANGE FOR A SUGGESTED DONATION’?

Think about the venue and the people who will be there. For example, small colourful cakes go down a treat with kids! You might also want to consider people with allergies or who are on a diet. Cater for your market! Everything should be clearly labelled.

SET OUT YOUR STALL AND MAKE IT EXCITING....

Display your goods in an interesting way so that people will be encouraged to purchase. Think about using cake stands or even small cardboard boxes covered in brightly coloured paper to display them at different levels. Put small sweets into little clear bags and tie with ribbon – you’ll be surprise how popular these are! Put Oxfam branding on your stall to brighten it up and make it stand out.

BE APPROACHABLE

Stand up behind your stall, smile and say hello to people. People don’t automatically know what you’re fundraising for so tell them - ask them to support Oxfam or they might just walk on by...

RAISING THE MONEY

If you are going to suggest specific prices for the items, you should have a float to start the stall off. Always have a collection can for those who just want to donate without purchasing. Always display a sign which tells the public what you are fundraising for including the charity number. If you have a really amazing cake, perhaps you might want to make it a raffle prize. Please consult the laws and regulations around raffles and make sure you can get in touch with the winner and get the prize to them.

TELL PEOPLE IT’S ON!

Create posters, flyers and perhaps signs directing people to your stall. Also post it as an event on Facebook and Tweet about it. If it’s in a place of work, put it on the intranet.

AFTER THE EVENT....

It is important to thank everyone who donated. Get in touch and tell them how much was raised for Oxfam, they will be delighted to hear what they helped to achieve.