

# HINTS AND TIPS for a successful Jubilee Bake Sale



Bake sales are one of the most popular fundraising events. Whether you're selling sweet or savoury bakes, there'll be something everyone will want to tuck into.

## Recruit your bakers

The key to a successful bake sale is to start recruiting your bakers as soon as possible. Ask friends, family, branch members, anyone you think might be keen to get involved. The more treats and savoury snacks you can offer, the more the Jubilee Summer of Hope can benefit from your kindness.

## Location

You can host your bake sale pretty much anywhere, with permission, such as a community centre, your local Mothers' Union branch, church etc, but be mindful of the weather for outside events. You may need to grab a gazebo!

## Publicise

Once you have your bakers and location, decide on the date and time and then get the word out. There's a poster [here](#) that you can print out with space to add the date, time and location of your bake sale. Put some up at your branch, church, community centre, pub – anywhere you think they'll get seen. Don't forget to ask your local shops if they'll put one up in their window. Social media is a great way of publicising your bake sale as well. If you're not sure how to use it, ask family and friends to help.

## Pricing

Don't overthink it – keep it simple! Have clear price points that suit your community. It's a good idea to label your bakes clearly with the price so people know instantly how much each baked goodie is, without having to ask.

## What are the bestselling bakes?

You know best! You might have a local speciality that's unique and popular where you live. Or perhaps you're an experienced 'bake sale baker' and you already know what works. But don't forget to cater for vegans and vegetarians if you can, and gluten-free options are increasingly popular.

## Important – label your bakes!

As well the price, it's important to label your bakes to say what they are and what ingredients they contain. People with allergies and other dietary requirements need to know what they are eating. The last thing you want is for someone to have a serious reaction to your bake because it contains nuts or some other ingredient. So make sure you know all the ingredients used in your delicious bakes and write it down clearly for your customers.

Best of all is word of mouth! Start chatting to people to let them know about your bake sale, where it is and when it is. People can't come unless they know about it.

