



**BAKE SALE CHESED**

# HOW-TO BOOKLET



**WOW!**





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# INTRODUCTION



## WELCOME DEAR BAKER

Thank you for hosting a Bake Sale Chesed Blast in support of MyChild'sCancer! We're excited to share this handbook with you to help make your bake sale the best it can be. Here you will find inspiration, ideas and tips for questions such as:

**Where do I begin?**

**What should I bake?**

**Where should I hold my bake sale?**

**How should I price my items?**

**What are some other ways I can raise money at my bake sale?**

**...And more!**

**You really can bake a difference for families battling pediatric cancer in America and around the world. So let's get started!**



# BAKE SALE HOW TO...



## GET STARTED:

- CREATE A QUICK AND EASY FUNDRAISING PAGE ON GIVE BUTTER. YOU CAN TAILOR IT TO MAKE IT YOURS!
- RECRUIT THE TROOPS. SNAG FRIENDS AND FAMILY, AND GET THEM PUMPED FOR YOUR BAKE SALE. ASSIGN EVERYONE A JOB, FROM SUPPLIES TO CLEANUP.
- LOCATION IS KEY. PICK A SPOT WHERE THE CASH FLOWS, AND PEOPLE ARE READY TO MUNCH.



## THEMES & ADD- ON IDEAS

- CHOOSE YOUR THEME, OR THINK ABOUT WHAT WILL BE FUN TO BAKE AND SELL.
- ADD A DASH OF EXCITEMENT WITH A RAFFLE. GET LOCAL SHOPS ON BOARD FOR SWEET DONATIONS.
- INCLUDE A KIDS' CORNER - CUPCAKE DECORATING STATION ANYONE? GENIUS! CHARGE A COUPLE OF BUCKS AND LET TINY BAKERS HAVE A BLAST.



## SPREAD THE BUZZ

- KEEP YOUR TEAM PAGE FRESH. SEND OUT REMINDERS TO YOUR SQUAD WITH COOL TEMPLATES FROM THE FUNDRAISING CENTER.
- SHOUT IT OUT ON SOCIAL MEDIA - FACEBOOK, INSTA, AND SNAPCHAT ARE KEY.
- DESIGN KILLER POSTERS, FLYERS, AND BANNERS TO PUT OUT AROUND TOWN. OR FEEL FREE TO DOWNLOAD SOME OF OURS FROM OUR WEBSITE.
- CONTACT LOCAL MEDIA. LET THEM IN ON YOUR BAKING EXTRAVAGANZA



## BAKE SALE HOW TO... (CONT.)



### HEAT UP THOSE OVENS

- BE THE MASTER OF PRE-PLANNING, WHAT CAN YOU FREEZE AND STORE IN ADVANCE.
- CALL IN THE BIG GUNS. DROP INTO LOCAL BAKERIES AND SUPERMARKETS – THEY MIGHT JUST DONATE SOME GOODS.
- VARIETY IS THE SPICE. MIX IN CULTURAL FAVES, HEALTHY BITES, AND SAVORY DELIGHTS.
- PACKAGE LIKE A PRO. DECORATE WITH FLAIR.
- LABELS MATTER. NOTE THOSE INGREDIENTS FOR ALLERGY WARRIORS. CHECK OUT OUR INGREDIENT TAGS ON OUR WEBSITE.

### PRICING YOUR BAKES:

- KEEP IT SIMPLE AT \$1, \$2, \$5, OR MORE. AVOID \$1.50 FOR EASY CHANGE HANDLING.
- CHECK LOCAL BAKERIES AND STORES, THEN PRICE SMART. REMIND BUYERS THEY'RE SUPPORTING FAMILIES DEALING WITH CHILDHOOD CANCER WITH EVERY TASTY BITE.



### READY, SET, SELL:

- PLAN AHEAD. TAKE TIME TO ARRANGE YOUR GOODIES. ENSURE AMPLE SPACE FOR ALL TO ADMIRE AND READ THE PRICES.
- JAZZ IT UP! TABLECLOTHS, FANCY PLATTERS, AND CUTE BASKETS – MAKE THOSE COOKIES STEAL THE SPOTLIGHT.
- DOWNLOAD AND STICK UP MYCHILDCANCER POSTERS. SHARE OUR HEROS' STORY POSTCARDS. EDUCATE YOUR SUPPORTERS ON HOW THEIR GENEROSITY FIGHTS CHILDHOOD CANCER.
- TAKE A TON OF PHOTOS!!



## PERFECT LOCATION



CHOOSE A SPOT THAT RESONATES WITH YOUR CAUSE AND ENSURES A SUCCESSFUL BAKE SALE!

### COMMUNITY BUZZ:

- TAP INTO UPCOMING COMMUNITY EVENTS FOR MAXIMUM FOOT TRAFFIC.
- CONSIDER VENUES LIKE A NEIGHBORHOOD BLOCK PARTY, HIGH SCHOOL FOOTBALL GAME, COMMUNITY YARD SALE, 5K RUN/WALK, OR SEASONAL PARADES.
- HOLIDAY MAGIC:
- LEVERAGE THE FESTIVE SPIRIT DURING HOLIDAYS.
- EXPLORE OPPORTUNITIES AROUND EVENTS LIKE PURIM PARTIES, 4TH OF JULY PARADES, HAUNTED HOUSES, OR MINORAH LIGHTING CEREMONIES FOR SOME HOLIDAY-THEMED TREATS.



### SCHOOL SPIRIT:

- BOOST AWARENESS BY SETTING UP AT YOUR SCHOOL.
- ALIGN WITH SCHOOL EVENTS SUCH AS BACK-TO-SCHOOL NIGHT, TALENT SHOWS, BOOK FAIRS OR SPORTING EVENTS WHERE YOU'LL HAVE PLENTY OF LITTLE HELPERS.

### OFFICE HAVEN:

- ENGAGE YOUR PARENTS' WORKPLACE FOR A CONVENIENT LOCATION.
- FROM A SIMPLE TRAY IN THE KITCHEN WITH A DONATION JAR TO A FULL-FLEDGED DESSERT CART, AN OFFICE BAKE SALE CAN BE A GREAT HIT.
- TEAM UP WITH FRIENDS FOR MORE LOCATION OPTIONS. THE MORE THE MERRIER – AND YOU CAN COVER MORE GROUND



### HERE ARE SOME IDEAS THAT COULD WORK FOR YOU:

• 5K RACE • APARTMENT COMPLEX FOYER • BEACH • BENEFIT CONCERT • BLOCK PARTY • SYNAGOGUE • CITY FESTIVAL • COLLEGE CAMPUS • COMMUNITY CENTER • COMMUNITY FESTIVAL • DOWNTOWN SQUARE • DAY CARE • FAIRGROUNDS • FARMER'S MARKET • FLEA MARKET • GARAGE SALE • GAS STATION • GROCERY STORE • GYM • IN YOUR YARD • JEWISH COMMUNITY CENTER • LIBRARY • MALL • PARK • RETIREMENT COMMUNITY • SALON • SCHOOL • WORK



# PRICING TIPS



HERE'S A SCOOP ON PRICING TO MAKE YOUR TREATS IRRESISTIBLE:

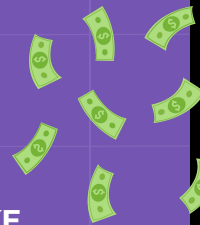
**1. OPTIMAL PRICE POINTS:** CHOOSE PRICING TIERS LIKE \$1, \$2, \$5, OR MORE. AVOID ODD NUMBERS LIKE \$1.50. CHECK LOCAL SPOTS FOR RATES AND DON'T HESITATE TO GO A BIT HIGHER – IT'S ALL FOR CHARITY!

**2. BUNDLE FOR MAXIMIZE APPEAL:** INCREASE THE ALLURE BY BUNDLING SMALL ITEMS. SETS OF 2 OR 3 CHOCOLATE CHIP COOKIES? IT'S A STRATEGIC MOVE FOR MORE SALES AND A TOUCH OF SOPHISTICATION!

**3. DEALS FOR MULTIPLE DELIGHTS:** ENCOURAGE INDULGENCE WITH SAVINGS ON MULTIPLES. IF SOMEONE WANTS 2 PIES AT \$20 EACH, STRIKE A DEAL AT \$17 EACH. THEY MIGHT GRAB ANOTHER TREAT OR DROP CHANGE INTO YOUR CHARITY JAR!

## 4. PRICE GUIDE CHEAT SHEET:

- COOKIES (SMALL): \$1 (OR SETS OF 2 OR 3)
- COOKIES (LARGE): \$1 EACH
- BROWNIES: \$2 EACH
- BARS: \$2 EACH
- CUPCAKES: \$3 EACH
- MUFFINS: \$3 EACH
- BREAD: \$3 PER SLICE, \$10 PER LOAF
- CAKE: \$4 PER SLICE, \$15 FOR THE WHOLE CAKE
- PIE: \$4 PER SLICE, \$20 FOR THE ENTIRE PIE



- NAIL THOSE PRICE TAGS AND LET THE BAKE SALE BRILLIANCE UNFOLD!





## 10 TIPS FOR SUCCESS:



**1. LOCATION MAGIC: GO FOR GOLD WITH HIGH TRAFFIC AREAS. CHURCHES, SPORTS EVENTS, AND LOCAL SHOPS ATTRACT THE CROWDS. PARTNERING WITH A BUSINESS? DOUBLE WIN – THEY GET PUBLICITY, YOU GET CUSTOMERS!**

**2. FAMILY JAM BAKE SALE: MAKE IT A FAMILY AFFAIR. SHARE YOUR MISSION WITH FRIENDS AND FAM. BUILD A DREAM TEAM WITH STRENGTHS IN ADVERTISING, BAKING, AND SELLING.**

**3. JAR MAGIC: DON'T FORGET THE DONATION JAR. IT'S LIKE A TIP JAR FOR YOUR AWESOME BAKING SKILLS. PEOPLE LOVE SURPRISING YOU WITH EXTRA LOVE.**



**4. RAFFLE EXTRAVAGANZA: ADD EXCITEMENT WITH A RAFFLE. LOCAL BUSINESSES LOVE TO CHIP IN. WHO DOESN'T LOVE A CHANCE TO BE A WINNER?**

**5. CHANGE TRICK: A LITTLE PSYCHOLOGY WORKS WONDERS. WHEN CUSTOMERS SAY "NO" TO CHANGE, THEY OFTEN MEAN "YES" TO AN ADDITIONAL DONATION. SNEAKY, HUH?**

**6. MEDIA SPOTLIGHT: LET LOCAL MEDIA SHINE A LIGHT ON YOUR BAKE SALE. SEND INFO TO NEWSPAPERS, RADIO, AND TV STATIONS. CHECK OUT THE MEDIA ALERT TEMPLATE FOR A MEDIA-FRIENDLY TOUCH.**

**7. VARIETY IS KEY: CATER TO ALL TASTES AND AGES FOR A SALE THAT APPEALS TO EVERYONE. SIZE MATTERS – GO FROM INDIVIDUAL TREATS TO WHOLE PIES. AND HEALTH-CONSCIOUS OPTIONS...**

**8. FURRY FRIENDS: DON'T FORGET THE PETS! PUPPY TREATS ADD A PAW-SITIVE TOUCH.**

**9. ORGANIZATION: MAKE A LIST AND CHECK IT TWICE! BE AS ORGANIZED AS POSSIBLE WHEN YOU BUYING INGREDIENTS AND PREPARE FOR OUR BAKE SALE.**

**10. POST-EVENT ONLINE BUZZ: GO ONLINE POST-EVENT. EMAIL FRIENDS, FAM, AND CO-WORKERS WHO MISSED OUT. ADD AN ASK FOR SUPPORT WITH A DONATION LINK ON YOUR PERSONAL PAGE.**





# MARKETING MATERIALS



COOL STUFF YOU CAN DOWNLOAD FROM OUR WEBSITE:

- FLYERS
- CHECKLIST
- PEDIATRIC CANCER FACT SHEET
- RECIPE/ALLERGY TAGS
- DONATION QR CODES



- SOCIAL MEDIA TEMPLATES
- OUR HERO'S STORIES
- THANK YOU CARDS

YOU  
got  
THIS





## MYCHILD'SCANCER - DID YOU KNOW...



MyChild'sCancer, helps families navigate the challenging journey of childhood cancer.

### Access to Expert Info:

At MyChild'sCancer we know each child's cancer is unique. We connect families with top-notch medical committees of brilliant researchers and medical professionals. These committees provide personalized treatment research, serving as a dedicated squad of experts in their corner.

### WikiCancer Wisdom:

MyChild'sCancer crafted WikiCancer—a user-friendly hub packed with crucial, potentially life-saving info. Accessible to every family, it's filled with the latest updates and real stories from parents who've walked the same path.

### Help Parents be their Kid's Hero:

With the right info, parents become superheroes on their child's medical team, making informed decisions for a superhero-level recovery.

### Everyday Real Support:

MyChild'sCancer's Family Coordinators handle logistics, from finding homes to navigating new schools, so families can concentrate on their child's well-being.

### Our big-picture goal:

MyChild'sCancer ensures families facing childhood cancer feel supported and secure, redirecting their energy where it matters most – supporting their child.



❤️ 🎗️ #MYCHILDCANCER #FAMILYSTRONG



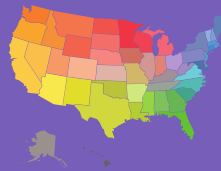
## CHILDHOOD CANCER - DID YOU KNOW?



THERE ARE MORE THAN 12 TYPES OF PEDIATRIC CANCER AND OVER 100 SUBTYPES.

MOST STANDARD CHILDHOOD TREATMENTS ARE DECADES OLD.

CANCER IS THE #1 CAUSE OF DISEASE RELATED DEATH IN CHILDREN IN THE UNITED STATES.



AS OF 2020 ONLY 6 NEW DRUGS HAVE BEEN DEVELOPED FOR PEDIATRIC CANCER.

ONLY 4% OF THE FEDERAL GOVERNMENT'S CANCER RESEARCH BUDGET GOES TO PEDIATRIC CANCER RESEARCH.



ABOUT 50% OF ALL PEDIATRIC CANCER RESEARCH IS FUNDED BY PHILANTHROPIES SUPPORTED BY PRIVATE DONORS, CORPORATIONS, AND FOUNDATIONS.

17,000 CHILDREN ARE DIAGNOSED WITH CANCER IN THE US EACH YEAR.



95% OF SURVIVORS EXPERIENCE A SIGNIFICANT SIDE EFFECT BY THE TIME THEY ARE 45 YEARS OLD.



MAY WE ALWAYS BE ON THE GIVING SIDE.

# WRAP UP

YOU DID IT! YOU'VE REACHED THE END OF YOUR AMAZING BAKE SALE ADVENTURE. THERE ARE JUST TWO MORE STEPS BEFORE YOU OFFICIALLY CROSS THE FINISH LINE AND BASK IN YOUR BAKE SALE GLORY: SUBMIT YOUR PROCEEDS AND EXPRESS YOUR GRATITUDE TO YOUR FANTASTIC SUPPORTERS.

SUBMITTING PROCEEDS - YOUR CHOICE!

**ONLINE SUBMISSION:** [WWW.MYCHILDSANCER.ORG/DONATE-METHODS](http://WWW.MYCHILDSANCER.ORG/DONATE-METHODS)

**VENMO CODE:** @MYCHILDSANCER1

**MAIL IT IN:** SEND ALL CHECK MYCHILD'SCANCER, INC. AT 9-19 ELAINE TER. FAIR LAWN, NJ 07410.

**EMAIL THOSE AWESOME BAKE SALE PHOTOS TO:** [INFO@MYCHILDSANCER.ORG](mailto:INFO@MYCHILDSANCER.ORG). YOU'RE A BAKING LEGEND NOW!

**THANK YOUR TEAM:** WHETHER THEY'RE INDIVIDUALS OR BUSINESSES, SHOUT OUT A BIG 'THANK YOU!' TO EVERYONE WHO PLAYED A PART IN MAKING YOUR BAKE SALE A SENSATIONAL SUCCESS.

**EMAILS AND POSTCARDS:** WE'VE GOT YOU COVERED WITH AN EMAIL TEMPLATE AND COOL "THANK YOU" POSTCARDS READY FOR DOWNLOAD ON OUR WEBSITE. LET YOUR GRATITUDE SHINE!

*With Love and Gratitude  
The MyChild'sCancer Team*

[WWW.MYCHILDSANCER.ORG](http://WWW.MYCHILDSANCER.ORG)



# ULTIMATE PACKING LIST



EVERYTHING YOU NEED FOR THE MOST ORGANIZED AND PREPARED BAKE SALE.

## FOR YOUR TABLE

- TABLECLOTH
- CHAIRS
- TABLE DECORATIONS
- STICKERS
- CASHBOX AND CHANGE
- DONATION JAR
- BALLOONS

## FOR YOUR BAKED GOODS

- SERVING SUPPLIES: PAPER PLATES, UTENSILS, GLOVES, AND NAPKINS
- LABELS FOR IDENTIFICATION AND PRICING
- INGREDIENT LISTS (FOR CUSTOMERS WITH DIETARY RESTRICTIONS)
- BAGS FOR THOSE WHO BUY MULTIPLE ITEMS
- COOLERS (FOR ANY ITEMS THAT NEED TO BE KEPT COOL)

## GENERAL

- CAMERA
- MARKERS/PENS
- TRASH BAGS
- MYCHILD'S CANCER FACT SHEETS AND FLYERS





## ADDING A RAFFLE: (OPTIONAL)



**READY TO LEVEL UP YOUR BAKE SALE FOR MYCHILD'SCANCER?  
INCLUDE A RAFFLE!**

- **HIT UP LOCAL HOTSPOTS:** CREATE A DREAM LIST OF LOCAL COOL SPOTS – RESTAURANTS, BOUTIQUES, THEATERS. CONTACT THEM AT LEAST TWO MONTHS BEFORE YOUR BIG DAY.
- **THE GRAND KICK-OFF:** SHOOT THEM AN EMAIL OR DROP OFF A SNAZZY DONATION REQUEST LETTER. GIVE IT A WEEK, THEN FOLLOW UP WITH A FRIENDLY CALL. A LITTLE NUDGE GOES A LONG WAY.
- **KNOWLEDGE IS KEY:** BEFORE THE BIG ASK, KNOW YOUR STUFF ABOUT PEDIATRIC CANCER AND MYCHILD'SCANCER'S MISSION. MANAGERS DIG WELL-INFORMED FUNDRAISERS.
- **GET CREATIVE WITH GOODIES:** WHEN THE GOODIES START ROLLING IN, GET CRAFTY! BUNDLE SMALLER ITEMS TOGETHER OR CREATE BASKETS OF JOY. EACH ONE IS LIKE A TINY TREASURE CHEST.

### Raffle Ideas:

Tickets to the movies • Gift cards to restaurants • A coffee gift set • Bike rentals • Yoga classes • Tickets to a comedy show • Art classes • Cooking gift set • At-home spa set • Tickets to the theatre • Gym class pass • Baseball or other sports tickets • A whole cake from a popular bakery • Gourmet chocolates • Paint and sip classes • Local sports team items • Beach day gift bag • Amusement park gift cards • Coffee beans from a local coffee shop.'



- **SPOTLIGHT ON RAFFLE DAY:** GIVE YOUR RAFFLE THE LIMELIGHT IT DESERVES AT THE BAKE SALE. CHOOSE A PRIME SPOT THAT SCREAMS "CHECK THIS OUT!" IF YOU'RE SELLING TICKETS, KEEP IT WALLET-FRIENDLY – \$1 EACH OR A COOL BAKER'S DOZEN FOR \$10.
- **MANNERS MATTER:** DON'T FORGET YOUR THANK-YOUS! SHOWER THE BUSINESSES WITH GRATITUDE. SHARE THE GOOD NEWS, LET THEM KNOW THE MAGIC THEY MADE HAPPEN.

ADDING A RAFFLE IS LIKE THROWING CONFETTI ON YOUR BAKE SALE – IT JUST MAKES EVERYTHING MORE FUN! SO, GATHER THOSE PRIZES, SPREAD THE WORD, AND LET THE GOOD TIMES AND FUNDRAISING ROLL! 🎉

#BAKESALEROCKS #RAFFLEMAGIC





## CRACKING THE PARTNERSHIP CODE: (OPTIONAL)



- FIRST THINGS FIRST, KNOW WHY YOU'RE DOING THIS – WHETHER IT'S SHOUTING OUT ABOUT MYCHILD'SCANCER'S GREAT MISSION TO SUPPORT FAMILIES DEALING WITH PEDIATRIC CANCER OR RAISING AS MUCH AS YOU CAN SO WE CAN KEEP DOING WHAT WE DO FOR FAMILIES.
- NEXT TIME YOU GO TO THE GROCERY STORE, CHAT WITH THE STORE MANAGER. SHARE THE HYPE ABOUT YOUR BAKE SALE AND PITCH A PARTNERSHIP. ASK IF THE BAKERY TEAM CAN DROP SOME SWEET SPECIALTIES AND MAYBE TOSS IN SOME BAKING SUPPLIES. BE CLEAR ON HOW MUCH YOU NEED!
- NAIL YOUR 'WHAT I NEED' LIST – QUANTITIES, INGREDIENTS, THE WORKS. MANAGERS LIKE SPECIFICS, SO BE CLEAR. INVITE THE STORE TEAM TO JOIN IN AND GIVE THEM A SHOUTOUT. PEOPLE LOVE BEING PART OF AWESOME STUFF. AN INGREDIENT DONATION IS LIKE THE CHERRY ON TOP.
- AFTER THE BAKE SALE WRAPS, HIT UP YOUR PARTNERS WITH A BIG THANK YOU.. SHARE YOUR TRIUMPHS, LET THEM KNOW HOW THEY HELPED.

BETTER  
TOGETHER

