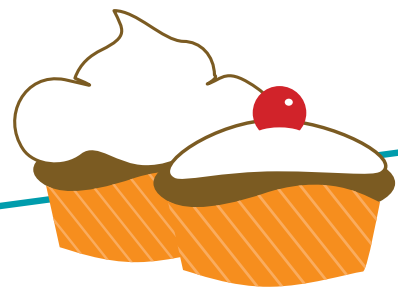




WE DISCOVER, WE GROW

Girlguiding

Everyone loves a cake sale!



Cake sale

Resources available:

- Cake sale poster
- Amend and send email invitation
- Cake labels including allergy flags
- Kit list

They're a great fun and sociable way to raise money.

Whether you're a first-time fundraiser or have organised lots of events before, we hope these cake sale resources make it easy and quick for you to run your event, wherever you're holding it.

If you have any suggestions or questions, you can contact the national fundraising team on supporters@girlguiding.org.uk or 020 7592 1821.

Good luck and thank you

Getting ready



Pick your date

We recommend at least four weeks to get organised. You may like to theme your sale. Could it link to a significant date for your unit, tie in with a national day like International Day of the Girl or just relate to something your unit loves?



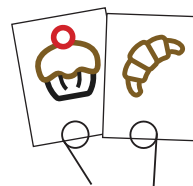
Assemble your bakers

Find out what people are planning to bake to make sure there's a good range. Is there someone who can cater for food allergies?



Promote your event

Put up posters, email your unit's contacts, post on social media and encourage people to spread the word. You can use our resources section - or get your unit involved in making materials.



Get cake sale ready

Check in with your bakers a week before. Remind them where - and when - to bring their cakes. Make sure you have everything you need for it to run smoothly. You'll find a kit list and some cake labels in the resources section.



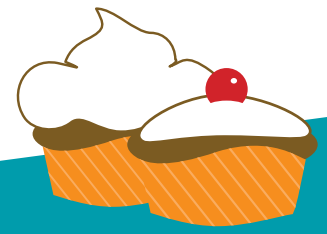
Price it right!

To make sure you're costing your cakes right, you may like to think about who'll be at your event, the different types of cake available and the cost of ingredients. Don't undersell yourself! You can always discount items later.



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Cake sale

Best practice



Counting money?

Make sure there are two of you.



Making promotional materials?

Be clear about how the money raised will be used. What's the unit's name? Is it going towards a girl's international trip? Are funds being split? Include that information on your posters or flyers.

After the event



Bank your money

If you've raised the money to help a unit

in your local area, bank the money raised with the unit so it can be noted as fundraising income in the unit's annual accounts. As you're probably aware, if you used unit funds to cover any costs, it's good to keep receipts for all costs to help with the unit's annual accounts.

If you've raised the money to help girls in guiding all across the country, please send a cheque payable to 'Girlguiding' to Fundraising, Girlguiding, 17-19 Buckingham Palace Road, London SW1W 0PT. You can download a paying-in form from our website.



Thank your helpers

Let everyone know how much they raised and how it will help.

If you'd like a **thank you certificate**, email the details to supporters@girlguiding.org.uk and we'll send you one to share with everyone who helped you.



Make notes for next time

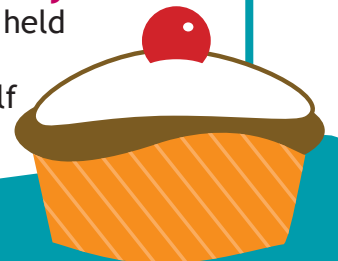
What went well? What would you change? How many cakes did you sell?



Take a moment for you

It's fantastic you've held a fundraiser. Don't

forget to congratulate yourself and enjoy your amazing achievement!



Send your cake sale fundraiser tips to supporters@girlguiding.org.uk so we can share them here with others in guiding

Girlguiding
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London SW1W 0PT

girlguiding.org.uk

Registered charity number 306016.