



# How to organise a cake sale

**The brilliant thing about cake sales is that they're quick and easy to organise but bring in lots of money.**

Healthy eating is about enjoying a wide variety of foods, but getting the balance right. A piece of cake or a biscuit every now and then is fine, and there are also ways that you can adapt recipes to make them healthier if you are cooking from scratch. For more information on how to maintain a healthy diet and some healthier baking ideas too visit [bhf.org.uk/heartmatters](http://bhf.org.uk/heartmatters)

## Step one – where and when?

Holding a cake sale is so versatile, there are lots of places and opportunities for you to hold one. Your office, at home, a club/group meeting and even your children's school are all great options.

**Top tip:** Use celebration days as an excuse to fundraise: sell heart shaped cakes for Valentine's Day or decorate your cakes like pumpkins for Halloween.

## Step two – bake me a cake as fast as you can

You will need to choose what cakes you will bake and could also ask friends and/or colleagues if they can help by making a batch too. When choosing what cakes to bake, it is worth considering how much the ingredients cost and how much you would be able to charge for each piece. Although it might be tempting to make the triple chocolate brownie, a simple oat and raisin cookie will be cheaper to make and just as tempting. Whatever you choose to bake, make sure you have a list of ingredients available – it's useful to know what's in each cake in case any of your customers have allergies.

Also think about whether there are any substitutions you can make to the recipes that will make your baking healthier, without sacrificing taste. Think about using dried fruit instead

of chocolate chips, fresh fruit as a decoration and unsaturated spreads instead of butter to reduce the saturated fat content. Cutting large cakes into smaller pieces will also mean you get more out of one batch – meaning lower calories per serving but a greater financial return on the whole cake!

## Step three – it's as easy as 1, 2, 3

Here's a simple list of what you'll need to make sure your cake sale is a success:

- Ingredients to make your cakes
- Napkins or paper plates
- Collection tin or lockable money box for donations – it's also a good idea to make sure you have some change in the box already for the first customers!
- Price tags or stickers
- Any BHF branded items such as balloons



### Step four – sell like hot cakes

To make sure that all the cakes and crumbs aren't wasted, you'll want to let as many people as possible know about your cake sale.

#### At work

Send out an email to your colleagues, ask for something to be added to your intranet or staff newsletter and put up posters around the office.

#### At home

Send invitations to your friends and family. Why not ask each of them to bring a guest to double numbers?

#### At a club

Let everyone know at a meeting when you are going to hold the cake sale. Send an email to the group and put posters up around the club house.

#### At the school

Ask the teachers to put posters up around the school and staff room.



### Step five – make the fun go further

If you are asking friends and/or colleagues to bake some batches of cakes, why not introduce a competition element such as the best cake?

You'll already have a captive audience so make the most of it by also holding a raffle\* or by letting them know about the other fundraising activities you have planned.

\*For more information on raffles and sweepstakes, please see *How to organise a raffle*.

### Step six – nom, nom, nom

Enjoy yourself and use the opportunity to let everyone know why you have chosen to support the BHF. We love hearing how our fundraisers are doing, so please remember to send in your pictures and stories.

**Thank you so much for all your support.**

