



How to raise money at your **cake sale**

Get the basics right!

What? When? Where? Before you start your fundraising, you'll need to make a plan of what you'd like to do, how you're going to promote it, and making sure you keep it safe and legal.

For more information on getting the basics right, and helpful hints and tips to consider when planning your fundraiser, please read the guidance in our fundraising pack.

But how do I raise money?

Whether it's a bake or cake sale, coffee morning, or afternoon tea, this guide gives you extra ways you can raise money at your fundraiser.

- **Charge for refreshments** – The easiest way to raise money is to charge your guests to buy cakes.
- **Raffle** – We can provide you with a letter of authority to use for approaching local businesses for prizes.
- **Guess the weight of the cake competition** – For a donation can your guests correctly guess how much your cake weighs? The closest wins the cake.
- **Guess the flavour of tea** – Camomile, green or berry? For a donation, see if your guests can correctly identify the flavour of the tea bag, with the winner winning a box of the teas!
- **Star Baker** – For a donation challenge your guests to bring their best star bakes with the winner receiving a small prize. Why not have different categories they can enter like 'best taste', 'best decoration' or 'best effort.'
- **Decorating competition** – For a donation why not buy some plain cakes or gingerbread men, and get your guests to decorate them.
- **How well do you know your cake?** – Can you tell your cakes apart based on the supermarket they were bought from? For a donation, buy the same cake from different supermarkets and challenge your friends to see if they can tell the difference, with the winner taking home the cake of their choice.
- **Bake-a-long** – For a donation, ask your friends to take part in a bake-a-long, provide the ingredients and recipe and everyone bakes and eats their creations the same day!
- **Matched funding** – Could your company match fund the total raised?



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