

Guide to a Successful Bake Sale



A successful bake sale will require adequate planning in the following areas:

- **Location**
Selecting a good location is key to having a successful event.
- **Leadership**
Create an organizational structure and assign specific roles and expectations to everyone involved.
- **Marketing**
Publicizing your bake sale and the cause to which the proceeds will be donated is crucial. Advertise your event well in advance and be specific about information regarding dates, times and location.
- **Be creative in your promotion.**
Select a name and slogan for your event that will catch the attention of potential customers.
- **Packaging and presentation**
Package bake sale items so that they will stay fresh and uncontaminated. Brightly colored plastic wrap or cellophane, ribbons, plates and boxes should be used to enhance the presentation of the items being sold.
- **Proper hygiene**
When offering food for sale to the public, proper hygiene and cleanliness are crucial. Review the basics of food sanitation and safety before the sale begins and monitor compliance throughout the event.
- **Ambiance**
The bake sale table should be treated as a place of business. Select a theme for the event and decorate the table based on that theme. The theme might relate to a holiday or other event, your school, organization, or community identity.
- **Signage**
Create attractive, informative signs that clearly state the prices of items to be sold, identifies your group affiliation and the cause to which proceeds will be donated.