



AMYOTROPHIC LATERAL SCLEROSIS SOCIETY OF ONTARIO  
SOCIÉTÉ ONTARIENNE DE LA SCLÉROSE LATÉRALE AMYOTROPHIQUE

## **BAKE SALES**

### **GENERAL DESCRIPTION:**

The bake sale is a low-cost event requiring minimal labour and lead-time, provided enough volunteers can be convinced to contribute baked goods. Organization is further simplified by having volunteers package and price their own goods according to standardized guidelines, rather than having one or two individuals perform that arduous task themselves. Although traditionally a fundraiser for smaller groups with modest revenue goals, the bake sale can also be organized on a large scale to realize significant profit.

### **RESOURCES REQUIRED:**

- A coordinator to oversee overall organization of sale
- A venue (e.g. outdoor market, garage sale, community event)
- Zone coordinators (numbers depend on scope of event) to solicit and collect baked goods and deliver to sale venue
- Sale managers to oversee actual sale
- Volunteers to prepare and sell baked goods, set up, and clean up
- A one-sheet hand-out for volunteers with guidelines for preparation of baked goods (i.e. serving size and packaging, pricing, where and when to deliver)
- A wide variety of fresh baked goods
- Supplies for serving coffee, tea, and beverages (optional)
- A 25-foot extension cord (if electricity is required)
- Large tables and chairs
- Table cloths
- Plastic and paper bags of various sizes
- Boxes (for storage of goods and supplies) plastic wrap
- Napkins
- Large sharp knives
- Paper plates
- Twist ties
- Labels
- A cash box and float
- ALS banner, posters, and flyers
- Liability insurance

**PRE-EVENT ACTIVITIES:**

- Secure location
- Prepare list of bake sale items
- Research pricing of various baked goods in your area; use information to prepare volunteer hand-outs
- Recruit volunteer bakers; have each volunteer sign up for one item; plan for multiple batches of the most popular items
- Keep track of volunteer contact information
- Distribute hand-outs and labels to volunteers
- Volunteers responsible for cutting, packaging, and labeling as well as baking
- Secure necessary supplies; have as much as possible donated
- Arrange to rent or borrow electric coffee and tea urns
- Follow up with volunteers
- Send PSA's to media and follow up by phone
- Deliver a few samples to local D.J. the morning of the event
- Arrange for delivery of baked goods to coordinator(s)
- Promote bake sale through distribution and posting of flyers throughout the community

**EVENT ACTIVITIES:**

- Baked goods delivered to sale venue
- Set up tables
- Prepare coffee and tea
- Volunteer salespeople work in four-hour shifts
- Sales managers supervise sale
- Arrange for periodic removal of cash from venue

**POST-EVENT ACTIVITIES:**

- Collect leftover sale items for distribution to volunteers
- Save leftover supplies for next sale
- Deposit cash
- Return borrowed items
- Finalize accounting
- Send thank-you notes to volunteers
- Organize media follow-up; announce amount raised and recognize major participants

**TIPS FOR SUCCESS:**

- Do not under-price your products; find out what the bakeries in your area are charging and then charge slightly less.
- Inadequate inventory or the wrong kind of inventory are two of the most common reasons why some bake sales fail. Reliable sellers include cookies, brownies, and rice-krispie squares packaged three to a bag, coffee cakes sold whole or by the slice, loaves of bread, pies, whole iced cakes, and fudge. Preserves and pickles are also popular. Stay away from delicate pastries, which can be damaged in transport and may not stay fresh for the duration of your sale. Be sure to have a wide variety of items and display them as attractively as possible.
- All items should be clearly identified; have your volunteers name the items they bake and supply them with labels for this purpose.

**FOR FURTHER INFORMATION:**

The ALS Society of Ontario, 265 Yorkland Blvd., Suite 300, North York, Ontario.  
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