

# Violet's Bake Sale



Hey there!

We're jumping with joy that you're thinking about hosting your very own Violet's Bake Sale!

This planning packet is your one-stop-shop for everything you need to know about putting together a Violet's Bake Sale. You'll find details on how to kick things off, planning timelines, and tips for adding your unique touch of personality to the event!

As your bake sale coordinator, I've got your back every step of the way! When you join the Icing Smiles bake sale squad, we'll be rallying behind you with all the support you need to make it a success. We're here to make sure you have a fantastic time while helping our noble cause!

If you have any questions, shoot us an email at [bakesale@icingsmiles.org](mailto:bakesale@icingsmiles.org).

Let's get baking and spread some smiles!

With Smiles,

**Ashley Smith**

Bake Sale Coordinator



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## STARTING A BAKE SALE

Starting a bake sale is easy to do! We will provide you with the tools and connect you with our network of bakers to help with the treats!

### Step 1

First things first, you need to determine your preferred method. Would you like to have a traditional, in-person bake sale or a modern, virtual one? Whichever you decide, rest assured that we're here to support you every step of the way. The choice is yours!

### Step 2

It's time to unleash your sugar wizardry and craft a sweet menu that'll wow your customers! Don't fret, we've got some ideas to inspire you, but don't let them limit your imagination. The sky's the limit when it comes to dreaming up your sugary delights!

#### Sample Package Option

**Tier 1 - Suggested donation: \$10**

3 cookies, 3 brownies

**Tier 2 - Suggested donation: \$20**

3 cookies, 3 brownies, 6 cupcakes

**Tier 3 - Suggested donation: \$30**

6 cookies, 6 brownies, 12 cupcakes

### Step 3

Ready to whip up some fundraising magic? If you're thinking of a virtual event, our Bake Sale Coordinator will be your genie, creating a custom event page to share with your friends and family. It's a breeze to gather orders, set pick-up or delivery plans, and collect donations using our fundraising page.

But if you're ready to host in person, pick your perfect spot, set up a table, and let your delicious treats do the selling! Sweet success awaits!

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## TIMELINE PLANNING

### FIRST - Start Planning

- Connect with your bake sale coordinator and decide on your package design.
- Decide bake sale time frame and if you'll host an in-person event or a virtual event.
- If hosting a virtual event, your Bake Sale Coordinator will create your official Icing Smiles event page. If hosting an in-person event, we can help you create a Facebook fundraising page.
- Apply for a permit if needed. Contact your local Department of Agriculture to determine if a temporary permit is needed.

### NEXT - Advertising & Order Taking

- Advertise the bake sale! If hosting a virtual bake sale, share your event page to collect orders in advance of your desired pick-up/delivery date.
- Create a Facebook event, send an email, call your friends! Be sure to get the word out! If hosting an in-person bake sale, make sure to market these details with the help of your bake sale coordinator.
- Prepare packaging - prep bags with stickers and ribbon, decide how treats inside the bag will be packaged.
- Label! - Get ingredient labels ready for items, keep in mind food allergens (nuts, eggs, dairy, gluten, etc.)

### FINALLY - Baking, Hosting & Delivery

- Whip up your sweet treats!
- Assemble packages, feel free to use some Icing Smiles stickers to share our mission!
- If hosting a virtual sale, deliver baked goods or have set time/location for package pick up. For your in-person event, simply set the treats out at your desired location and work your magic!