



VIRTUAL Violet's Bake Sale

Hello!

We are so excited that you're interested in hosting a virtual Violet's Bake Sale! By hosting your own bake sale for Icing Smiles you will help critically ill children and have fun in the process!

This planning packet will tell you everything you need to know about hosting a Violet's Bake Sale. In it, you will find information about starting a bake sale, timeline planning, and suggestions for making your bake sale not only successful, but fun and personalized!

As your bake sale coordinator, I am here to help you every step of the way! When you volunteer to host a bake sale with Icing Smiles, you will have a team of supporters behind you to ensure it's success. We are here to help you and make this fun and easy for you while supporting our wonderful mission!!

Please feel free to reach out with any questions via our email bakesale@icingsmiles.org.

With Smiles,

Amanda Ahsler
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

To get started, Icing Smiles will provide you with the contact information of Sugar Angel's in the area who may be willing to provide baked goods for your bake sale. You can always bake your own goods as well!

Step 2

Talk with the bakers and decide on tiered boxes for you to offer as options for your bake sale supporters! See our suggested tiers below! But remember, these are just suggestions. You and your sugar angel can get as creative as you'd like!

Suggested Tiers:

- 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

After you've selected your packages a Violet's Bake Sale Coordinator will create a personalized event page for you to share with your friends and family to order from! You can share the pick-up/delivery plans and collect orders all through our fundraising page.



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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 pick-up/delivery date
- Enlist volunteers to help with organization, baking, and delivery
- Create your event page, provided by Icing Smiles
- Apply for a permit if needed. Contact your local department of agriculture to determine if a temporary permit is needed

NEXT - Take Orders

- Advertise the bake sale and share your event page order form! The great part about a virtual bake sale is you receive the orders in advance
- Share the pick-up/delivery details and collect orders through your event page
- Create a Facebook event, send an email, call your friends! Be sure to get the word out!
- Your bake sale coordinator will also have the Icing Smiles Social Media Team to help out with posts for your event.
- Prepare packaging - prep bags with stickers and ribbon, decide how pastries 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 & Delivery

- Bake items or collect baked goods from other bakers
- Assemble packages
- Deliver baked goods or have set time/location for package pick up