



Host an IN PERSON Violets Bake Sale

Lets get started!

Thank you for hosting an in-person Violet's Bake Sale to support Icing Smiles! You'll be spreading joy and raising funds to help create dream cakes for critically ill children.

Inside this packet, you'll find helpful timelines, creative ideas, and tools to make your event fun and impactful. Whether you're baking with friends or setting up at a local event, we're here to make it easy.

We're here for anything you need, don't hesitate to reach out. Let's bake some smiles—together!

Why Host?

- Raise Awareness
- Share the Mission
- Raise Funds
- Have Fun!

Violet's Bake Sale Manual: In Person Edition

Purpose:

Host a fun and meaningful in-person bake sale to raise funds for Icing Smiles and bring smiles to critically ill children.

Suggested Timeline:

4–6 weeks before:

- Pick your date, time, and location (school, workplace, church, etc.).
- Register your bake sale with bakesale@icingsmiles.org.
- Start recruiting volunteers and/or co-bakers.

3–4 weeks before:

- Plan your menu.
- Begin spreading the word on social media, via flyers, or through email.
- Request any materials from Icing Smiles (logo, mission cards, etc.).



Suggested Timeline (continued):

1 week before:

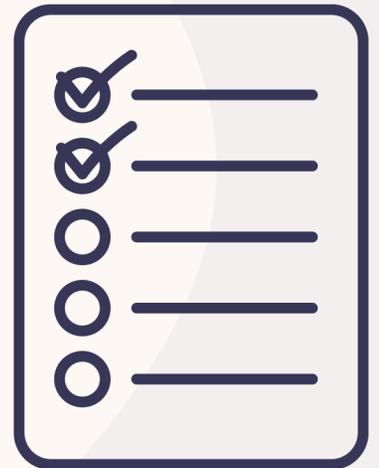
- Confirm helpers and bake schedule.
- Gather supplies: table, signage, cash box, donation jar, and packaging materials.
- Print signage and promotional materials.

Day of event:

- Arrive early to set up.
- Display signage clearly, especially about your support of Icing Smiles.
- Take pictures and tag @icingsmiles on social media!

After the event:

- Email a brief summary and photos to bakesale@icingsmiles.org.
- Donate funds raised by check or online.
- Celebrate your impact!



TIPS

Tips for a Successful Virtual Sale:

- Offer bundled pricing (e.g., 3 for \$10) to boost donations.
- Share your personal “why” for supporting Icing Smiles.
- Use bright, clean packaging with ingredients listed if possible.
- Promote allergy-friendly items.
- Include donation options for those who don’t want sweets.
- Use QR codes for direct donations if possible.

On the following pages you will find printable flyers to display on your table.

Questions? Ready to Begin?

bakesale@icingsmiles.org



Your purchase supports



icing smiles

SCAN ME



Icing Smiles is a nationwide nonprofit organization that delivers dream cakes at no charge to kids impacted by critical illness. (And to their siblings, too!)



www.icingsmiles.org



CAKE



*brings joy
creates memories
provides an escape
makes a child feel special
reminds families they
are not alone*

This is why we say,
we are **BAKING A
DIFFERENCE!**



about us

Icing Smiles is a nonprofit organization that provides custom celebration cakes and other treats to families impacted by the critical illness of a child. We understand that the simple things, like a birthday cake, are luxuries to a family battling illness. Our goal is to create a custom cake for the ill child, or their sibling, that provides a temporary escape from worry and creates a positive memory during a difficult time.

learn more



www.icingsmiles.org