



Host a VIRTUAL Violets Bake Sale

Lets get started!

We're so excited you're hosting a Virtual Violet's Bake Sale for Icing Smiles! Your delicious efforts will help us serve more smiles to critically ill children—all from your kitchen.

This packet has everything you need: timelines, tips, and ideas to keep things simple and fun. We encourage offering tiered treat boxes and using social media to share your mission and collect pre-orders.

You're never baking alone! We're here to support you every sprinkle of the way, and our team is just an email away to help make your event a sweet success.

Why Host?

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

Violet's Bake Sale Manual: Virtual Pre-Order Edition

Purpose:

Offer tiered dessert packages online for friends and family to pre-order, then donate the proceeds to Icing Smiles.

Suggested Timeline:

4–6 weeks before:

- Decide on pick-up/delivery date.
- Register your sale and get your custom bake sale link.
- Choose your tiered packages and price points.

3–4 weeks before:

- Share your order link with family, friends, co-workers, and on social media.
- Promote with regular reminders.
- Set a firm order deadline (7–10 days before delivery).



Suggested Timeline (continued):

1 week before:

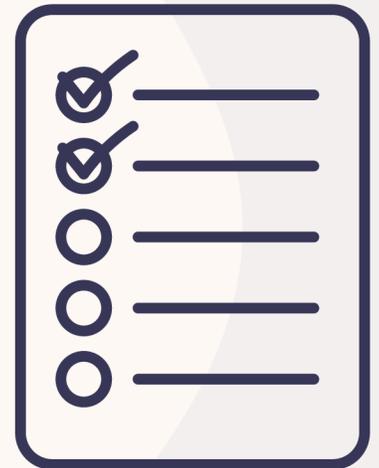
- Finalize your order count and prepare a baking schedule.
- Package boxes with clear labels.
- Confirm delivery/pickup logistics with buyers.

Pick-up/Delivery Day:

- Include a thank you note and a card explaining Icing Smiles' mission.
- Take photos of your boxes and tag @icingsmiles.

After the sale:

- Email a recap with photos and total raised to bakesale@icingsmiles.org.
- Celebrate your sweet success!



Recommended Tiered Packages:

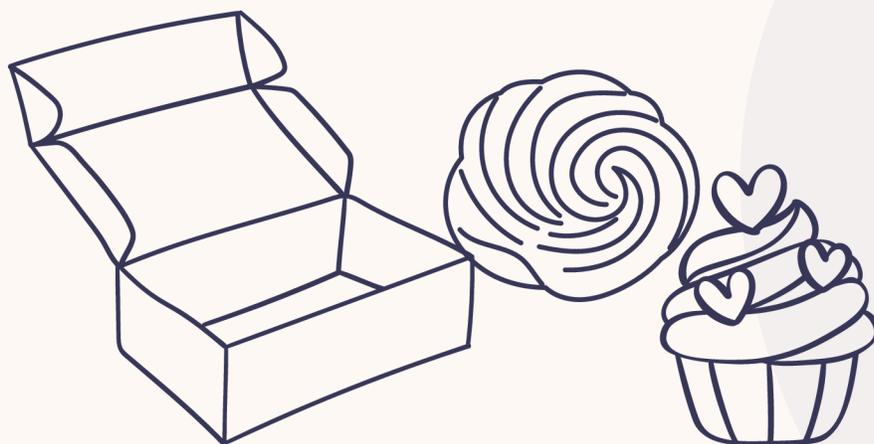
Unlike traditional in-person bake sales where individual items are sold, we recommend offering treat packages for your Virtual Violet's Bake Sale. Bundling items not only simplifies your baking and prep, but also encourages supporters to make a meaningful donation in exchange for a curated box of sweet treats. It creates more value for your supporters—and more impact for Icing Smiles!

Example Package:

Feel free to customize based on your baking specialties—these are just sweet starting points!

- Box 1: 3 Cookies + 3 Cupcakes
- Box 2: 3 Cookies + 3 Cupcakes + 3 Brownies
- Box 3: 6 Cookies + 6 Cupcakes + 6 Brownies

Offering treat boxes makes it easier for you to plan and prep while giving your supporters a fun variety to enjoy!



TIPS

Tips for a Successful Virtual Sale:

- Use eye-catching photos and clear descriptions for each box.
- Consider holiday or theme-based designs.
- Offer delivery within a limited radius or contactless pickup.
- Stress the mission of Icing Smiles and ensure they understand what they are supporting by purchasing
- Promote urgency with limited quantities.
- Keep pricing donation-based (e.g., "Suggested donation: \$25/box").
- Follow up with a thank-you post on social media.

Questions? Ready to Begin?

bakesale@icingsmiles.org

