

Everything you need to know to organize your own Cake Bake. (and probably more.)

OK so what am I doing again?

You are holding a stupendously awesome, Valentines-themed Cake Bake in aid of LLTGL! By rounding up your friends/family/colleagues/pets to create some scrummy baked goodies and bring them in to sell for a small fee, you will be raising funds to help us continue on our work in raising awareness about Organ Donation.



Sounds good. Now where do I start?!

Most important things first: you need a venue, you need some helpers, and you need a date. We're suggesting between 12th - 14th February - what better way to brighten up Valentines weekend than to consume lots of red food colouring - but if that's a non-starter then pick a nearby date that's good for you. Suggested venues? Your workplace/school hall/Student Union/Scout/drama/knitting club...wherever there are people who will purchase and consume your baked treats there's the possibility for a Cake Bake.



Helpers are vital as you don't want to be up the night before baking 7000 cakes, buns and biscuits and you will also need some help in promoting and running the event.

I need to start getting organised...

Have a team meeting. Delegate to make sure everything (getting permission from the venue, posters going up, etc) gets done. Enroll lots of bakers, enroll even more purchase-and-eaters. Perhaps do a plan to make sure you're not running around the night before!

Done that. Now how do I get people to turn up?

There are some rather nifty downloadable posters on the LLTGL website (www.lltgl.org.uk) which you can photocopy and stick up everywhere. Talk to people! Tell them what you're doing and why. Remind them that not only do they get to eat cake (woo!) but they get to support a really good cause (double woo!)



I want to make this so good we'll sell out in minutes. Any tips?

Try adding some music to create an upbeat atmosphere which will encourage people to stop by. Make sure your sellers have great big smiles and are encouraging people to buy "just one more". You could put out donation pots to maximize funds and provide freezer bags/cling film to allow people to buy more and take them away to eat later. Maybe set a target as that way your buyers have an aim. Print off some of the info-flyers from the LLTGL website which explain to your buyers who we are and what we do. Most importantly – have fun!

