



Use as a quick overview or a checklist summary of our guide.

Cake Sales: Checklist

Created: 21 October 2008

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If you're interested in cake sales, you might also find some good ideas and inspiration in our [Cake Auctions how2guide here](#), and we would strongly recommend that you read our know-how section on [Food and Drink: Law and Best Practice here](#) for any activity that involves preparing, handling or selling food.

 [To see the full guide for this activity, click here](#)

PLANNING FOR IT

- Contact your beneficiary to let them know what you're planning and to make a plan for handling money.
- Identify your venue.
- Think about who will be paying for the ingredients - seek sponsorship if necessary.
- Make a list of any equipment you will need, and try and get people to lend it to you free of charge if you don't already have it.
- Decide if you want to go it alone, or will need to recruit more help.

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DOING IT

- Decide what kind of cake you will be selling.
- Research recipes and think about the people that you're hoping to sell to.
- Think about labelling your cakes with their ingredients and the date they were baked on.
- Decide when your sale will be, and make a timetable for baking.
- Check whether you need any type of license, risk assessment of insurance for your cake sale.
- Advertise your activity, either with posters, leaflets, in newsletters or with a mention in the local paper.
- Plan how you will store and transport your cakes.
- Make sure any volunteers baking cakes for your event know when they need to deliver their baking, and have been told to include information on all ingredients.
- Make a list of anything you will need to have with you at the sale, and a plan for keeping your cakes cool, if necessary.
- Think about getting your fundraising message across - how will people know what you're raising money in aid of?

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FOLLOWING UP

- Hand over all money raised promptly
- Let people know how much you have raised
- Thank everyone who helped you with your activity
- Let anyone involved know of any future fundraising activities you might have planned
- Share what you know with us here at how2fundraise.org!

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LAW AND BEST PRACTICE

See the [full guide](#) for details

- Inform your charity

- Fundraising Materials and Publicity
- Handling money
- Match funding
- Risk assessment
- Insurance
- Food
- Obtaining licenses
- Children
- Equal access
- Photography
- Copyright

You can find all the [Codes of Best Practice](#) on the Institute of Fundraising's website.

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