



Quick to organise, simple to run and flexible enough to suit all kinds of occasions - raising money for your chosen cause will be a piece of cake!

## Cake Sales: Introduction

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For celebrating, congratulating, commiserating or appreciating - where would we be without cake? Just think of all of the special occasions that wouldn't be complete without it - weddings, birthdays, Christmas, 3pm on a rainy afternoon - and it quickly becomes obvious that cakes are a pretty easy sell. They're also the ultimate impulse buy - even when people don't know they want a sweet treat, they're generally not difficult to persuade.

With relatively little time, equipment and a few inexpensive ingredients needed to make them, cakes are also really simple to produce in bulk. Of course not everyone's a prodigy with a piping bag or a marvel with meringue, but sometimes the beauty of cakes - particularly ones to sell to friends and colleagues - is in their "homemade-ness." Relatively few people take the time to do their own baking nowadays, so rest assured that even if your best efforts are slightly wonky, you'll still find plenty of takers for them.

So if you're looking for a quick and easy way to raise money for your cause, it's time to get your pinny on - and don't worry about comparing yourself with the professionals. If you focus on your pricing and not your icing you'll quickly find that making money from cake sales is more about good plans than good plans...

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 [To read a checklist summary, click here](#)

*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.*




### AT A GLANCE

I'm fundraising for	<ul style="list-style-type: none"><li>• Charity or Community Organisation</li><li>• Club or Group</li><li>• Individual</li><li>• School or PTA</li><li>• Church</li><li>• Hospice or Hospital</li></ul>
Solo fundraiser or team effort?	<ul style="list-style-type: none"><li>• 1 person or more</li></ul>
Total time needed	<ul style="list-style-type: none"><li>• Fewer than 8 hours</li><li>• Fewer than 40 hours</li><li>• Fewer than 160 hours</li></ul>
Lead time	<ul style="list-style-type: none"><li>• 1 to 3 months</li></ul>
Easy money or big bucks?	<ul style="list-style-type: none"><li>• Up to £500</li></ul>
I'm fundraising at	<ul style="list-style-type: none"><li>• Work</li><li>• School</li><li>• College or University</li><li>• Fete or Event</li><li>• Home</li><li>• Church</li><li>• Local Pub</li><li>• Park or Sports Ground</li><li>• Community or Village Hall</li></ul>
High octane or gently does it?	<ul style="list-style-type: none"><li>• Gently does it</li></ul>
Fundraising idea category	<ul style="list-style-type: none"><li>• Service, sales and auctions</li></ul>

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This how2guide was written by the Institute of Fundraising.