

How to run a bake sale

If you love baking, or just love to create fun events for your local community then Cre8 could be the Pollin8 challenge for you.

A bake sale can help nurture a network of like-minded people and help you and others make connections within their local community. Running an event like this to raise funds for the Bumblebee Conservation Trust is an amazing way to raise awareness about something that's important to you.

1. Planning your event

Date: The great thing about bake sales is that you can run them all-year round. Plus, whatever season you choose might add an extra theme to your bake sale – you could have some festive winter bakes, or try to have bakes which celebrate the most of seasonal ingredients. Check out your toolkit for some of our favourite recipes using bumblebee-friendly ingredients!

Time: You'll have more interest in your event if more people can make it. If you host during the day on a weekend, it means that people who work and or have children might find it easier to attend.

Location: Local halls, schools, churches, and community centres will likely be the ideal place to host your event. While there may be a fee, choosing these venues not only supports the community but they'll often have all the equipment you need as well as essential requirements, such as public liability insurance. While hosting the event indoors might be more convenient, an outdoor gathering in your garden or allotment could be far more enjoyable if the weather is nice. In that case, you would need to arrange for public liability insurance to legally protect you and any attendees in the event of any accident or injury.

Gather helpers: Do you have friends in your community, or do you know anyone who would be willing to help you run the event? If you're not quite sure, put out a shout-out when advertising your event as it is so useful to have extra hands on the day to help set up and manage the event.

Extras: You might want to add to your event by having additional activities, for example organising a talk, a raffle or a quiz. Check out your toolkit for our bumblebee quiz!

Spread the word: Remember that when you're telling everyone about your event, use a variety of different methods as not everyone is online. Tell other local groups, post on your community page, and put up posters around the area. Check out our poster template in your toolkit. When promoting the event, make sure to include all the essential information. Make plans for people with dietary requirements by making sure there is a range of gluten-free, nut-free, dairy-free, or vegan cakes and protocols in place to avoid cross contamination. Don't forget to mention that attending the event will help raise funds for the Bumblebee Conservation Trust and offer a great opportunity to meet local community members, share recipes, and of course, eat cake!



bumblebeeconservation.org



The Bumblebee Conservation Trust is a registered charity (England & Wales 1115634 / Scotland SC042830).

Correspondence address: Bumblebee Conservation Trust, Beta Centre, Stirling University Innovation Park, Stirling FK9 4NF.

Registered address: International House, 109-111 Fulham Palace Road, London, W6 8JA.

2. The event

Donations: Think about how you'd like to raise donations at your event. You may decide that all bake sales will be donated to the Bumblebee Conservation Trust, or you may ask for people to make a donation beforehand to attend the event. You could also set up a donation station at your event so that people can donate in cash or you can direct them to donate to our website. People will be more likely to donate to the Trust if they can find out more about the work they would be supporting, so do let us know if you would like any leaflets to support your event. Check your toolkit for a poster with a donation QR code to make donating as easy as possible for your guests. Make sure you share your fundraising goal with guests too, to help encourage donations so you can smash your target!

Setting up: People may wish to set up their own spaces, or you may choose to have all your bakes displayed in one place. However you choose to do it, just make sure that everything is really clearly labelled with names of bakes, prices, and most importantly ingredients and allergy information.

3. After the event

Stay in touch: Find ways of staying in touch with your guests as maybe they would like to attend future events. Did they enjoy learning about bumblebees? Maybe you could direct them to our enews sign-up on our website so they can find out more about these amazing pollinators.

Shout about it: We'd love to hear all about your event, but make sure the rest of your community hear about it too! Take lots of photos and post them on your community page, circulate in a community email, or ask to write a short article for your local newsletter. Remember, if you plan on sharing photos or videos of your event, only do so if people have provided consent.

Get in touch!

Post: Bumblebee Conservation Trust, Beta Centre,
Stirling University Innovation Park, Stirling FK9 4NF
Phone: 01786 594 130
Email: membership@bumblebeeconservation.org
Web: www.bumblebeeconservation.org

Follow us:

During your event, remember to take lots of photos and videos and tag us on social media so we can share them with our followers.



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