

# Bake for a Cure

CHILDREN'S CARDIOMYOPATHY FOUNDATION



## Guidebook to Planning a Big Heart Bake Sale

Benefitting children with cardiomyopathy,  
a chronic and life-threatening heart disease



**Bake for a Cure is a nationwide initiative started by the Children's Cardiomyopathy Foundation (CCF)** and affected families to increase awareness of pediatric cardiomyopathy and raise much-needed funds for research. You can join Team CCF and families across the country in hosting a Bake for a Cure event in your town. Bake sales are a fun and easy way to get the entire community involved. It brings people together, creates special memories, and provides a creative outlet for many.

This guidebook provides planning suggestions to help make your event a sweet success. CCF is ready to assist you in brainstorming, planning, and promoting your event. **Together, we can “bake a difference” for children with cardiomyopathy.**

## GETTING STARTED WITH THE BASICS

- Form a **bake team** to assist in planning, baking and promoting
- Find a visible, high-traffic **location** and pick a day
- Determine what **baked goods** and other food items to sell
- Consider item **packaging, pricing**, and table **decorations**
- **Promote** your bake sale within your community and beyond



## FORM A BAKE TEAM

Planning a bake sale doesn't have to be a lot of work when others are available to help. Most people want to **volunteer** if their task is well defined and they know how their **contributions** will make an impact. **Recruit** family, friends, schoolmates, colleagues, sports teammates, and members from your favorite activity group to be part of your team. Review CCF's [event planning checklist](#) and determine what each person's responsibilities should be based on their strengths and skill set. Give team members a role to help spread out the work. **Responsibilities** might include:

- **Research** recipes and decoration ideas
- Contact retailers to **donate** baked goods or ingredients
- **Shop** for baking supplies
- Bake and **package** items
- Identify **venue** and make arrangements
- Recruit **volunteers** to set up and sell
- **Create** signs and table decorations
- Hang **posters** in town
- Handle **social media**
- Contact local media for **event coverage**

## DECIDE ON A LOCATION

To reach your **fundraising goal**, find a place with a lot of customers willing to spend money. High-traffic areas in the community, such as schools, college events, community centers, sporting events, and local businesses (supermarket, coffee house) are great spots to host an event. Determine if your event should be **indoors** or **outdoors**, and a weather contingency plan if outdoors.

**Neighborhood events**, such as festivals, street fairs, and outdoor concerts, and other public places such as parks are good venue options. Check in advance whether any **permits** or **registrations** are necessary to sell. Sometimes, local establishments will allow you to set up a table inside or nearby.

## PICK A DAY

**The most popular months for Bake for a Cure events are February and September.** February is National Heart Month and September is Children's Cardiomyopathy Awareness Month. However, there are other awareness months, weeks, and days to tag onto with the opportunity to highlight cardiomyopathy.

- National Pediatric Transplant Week (April)
- National CPR & AED Awareness Week (June)
- National Health Center Week/Children's Health Day (August)
- National Cookie Month (October)
- Sudden Cardiac Arrest Awareness Month (October)
- World Kindness Week (November)
- National Cupcake Day (December)

## REGISTER EVENT WITH CCF

CCF is available to help with **ideas** and **provide guidance** for your Bake for a Cure event. Once you have the details of your event, please complete CCF's [event registration form](#) and email Stormy Bell at [sbell@childrenscardiomyopathy.org](mailto:sbell@childrenscardiomyopathy.org).

Our Bake for a Cure [Resources](#) page provides **downloadable items** to enhance your bake sale event. You may request CCF's bake sale starter kit for basic items to get ready:

- Bake for a Cure posters
- Red tablecloth
- Cellophane bags for baked goods
- CCF logo stickers in different sizes
- Heart-shaped cookie cutter
- Red Team CCF T-shirt

To help get the word out, we will list your event on our [community events](#) page and mention it in our monthly *CCF Connect* announcements.





## DETERMINE WHAT TO SELL

The fun and creative part is deciding what to sell and determining whether you should have a **theme** for your bake sale. Offering a variety of items that appeal to different people will help maximize your sales. Consider selling your **favorite homemade treats** like chocolate chip cookies or brownies, and add some **heart-themed items** like red velvet cupcakes or cake pops, heart shaped cookies, chocolate covered pretzels with red sprinkles, and snack bags with party mix and red M&Ms. With your team's input, you can create special treats for the event that cannot be easily purchased elsewhere.

There are different ways to **gather** items for your Bake for a Cure event:

- Request that each bake team member bring their own **family favorite** baked item.
- Organize a “bake and decorate party” with your bake team to make different items. Think about what can be made in **advance** and stored in the freezer until the event. Get some tips on freezing cookies with this [article](#).
- Ask local bakeries, donut shops, or supermarket to **donate** baked goods. CCF can assist you in drafting a request letter.
- Use **pre-mixed** brownie and cake mixes as well as refrigerated cookie dough (Pillsbury) to save baking time.

Also, you don't have to limit yourself to just selling baked goods. You can expand your offering of baked goods to include:

- Red punch and pink lemonade on warmer days
- Hot chocolate, apple cider, and coffee on chilly days
- Other food items such as sandwiches, wraps, granola bars, and savory snacks
- Homemade chocolates and caramel apples
- Low-sugar, vegan, and gluten-free treats

Visit CCF's [Pinterest](#) page and CCF's [event photo gallery](#) for different baked items, delicious recipes, and creative packaging options. Now is a good time to order a [bake sale starter kit](#) from CCF. The kit includes a heart shaped cookie cutter, cellophane bags, and CCF logo stickers in different sizes to decorate your bags. You may want to purchase additional items such as stickers, packaging, baking supplies, containers, and other decorative table items. An office supply, party store, general merchandise (Target, Walmart, Kmart), or dollar store will most likely carry these items.



## PACKAGE & PRICE YOUR ITEMS

You and your bake team can think of how to **package** your baked goods whether store-purchased or homemade. Be creative and use decorative bags, ribbon, and stickers to package your baked goods in an attractive and tempting way. CCF's Bake for a Cure [Resources](#) page has additional downloadable Avery **templates** for [rectangular bag labels](#) and [round labels](#). We have also developed Avery templates for small folded [tent cards](#) that can be used to write your item name, ingredients, or price to place on your bake sale table.

All items should be priced at or above \$1 in round dollar amounts (\$1-\$5) to minimize the need for change. If items are larger or have two items in a bag, they should be priced higher. A good way to **determine pricing** is to compare what local bakeries and grocery stores charge for similar items.



## EXTEND YOUR FUNDRAISING

There are many ways to **increase** your bake sales revenue. Think outside of the box, and consider these add-on **fundraising ideas**:

- Add a “calorie free” jar to your table so customers who may not want a treat can still make a **donation**. Or it can be a jar to donate leftover change. Download CCF's [donation container label](#) and affix it to any plastic container.
- Raise extra funds by adding a **raffle** and asking local retailers to donate items or gift certificates.
- Sell **non-bake** items such as cookbooks, craft items, homemade jam or granola, or decorated jars of make-your-own cookie mix.
- Expand your event **beyond** your community by creating a Bake for a Cure Team fundraising page on CCF's [GoFundMe](#) platform.
- Set up a [Facebook fundraiser](#) to notify family and friends about your efforts and encourage those who cannot come to your bake sale to contribute online instead.
- Invite local businesses to **partner** with you; they can **promote** their business and be associated with a worthwhile charitable cause. Local bakeries or supermarkets can help by donating ingredients or baked goods. Another idea is to identify a business that will match or double the amount you raise.

## PROMOTE THE EVENT

Let everyone in your **community** know about your Bake for a Cure event. Ask your bake team members to promote the event to everyone in their address book. Besides **word of mouth** and personal **emails**, your event can be shared with a larger group of people by **posting on social media**, contacting **local press**, distributing **posters** and flyers around town, and making **announcements** to different community groups.

Your **bake sale starter kit** includes posters for you to write your event details to post around town. Additional posters can be requested from CCF, or you can ask a local printer to print more with CCF's print ready [poster file](#) on the Bake for a Cure [Resources](#) page. There is also an 8.5"x11" [flyer](#) that you can copy to hand out at reception/register areas of establishments or post on community message boards. Suggested places include:

- Retail and service establishments
- Local restaurants
- Coffee houses and delis
- Supermarkets
- Arts establishments (dance studios, martial arts studios, art schools, community theaters, music schools)
- Gyms and youth sports training facilities
- Libraries
- Pediatrician and dentist offices
- Town borough and recreation centers
- High school and college campus student centers

To **generate interest**, some bakers document their event **planning and preparations** with photos and videos posted on social media with the hashtag



#BakeADifference. You can use the Bake for a Cure [Facebook banner](#) and [Twitter banner](#) (right click and save to desktop) to call attention to your bake sale efforts. We also have [sample write-ups](#) that you can use to send emails to all your contacts and to post on social media.

Reaching out to the **local media** is an important step in promoting your Bake for a Cure event. To spread the word, you can reach out to your hometown newspaper and magazines, local TV and radio stations, and community bloggers to share your personal story and why increasing awareness of pediatric cardiomyopathy and raising funds for research is important to you. Download CCF's [Reaching Out to the Media Guide](#) for tips on getting media coverage and send out a media alert using CCF's [template](#).

Once you **register** your event with CCF, your event will be added to our [community fundraiser](#) page and mentioned in our monthly announcements to CCF Connect members.



## MAKE YOUR TABLE VISIBLE

It's important to make your bake sale visible to attract people to your table. Some bake teams have added **kids activities** like face painting, arts and crafts, temporary tattoos, or a magician to build a crowd. On CCF's Bake for a Cure Resources page, there is a tribute heart cutout and an activity heart cutout that can be copied and used for arts and craft activities.

You can create a stronger **visual presence** by having your bake team **wear red**. Red t-shirts and curebands can be ordered from CCF using our downloadable merchandise order form. Remember to use the red plastic tablecloth and posters from CCF's bake sale kit for increased visibility. Your bake team can also make large **colorful signs** with brown or white 36" wide butcher paper to hang in front of your table or behind your table if set up against a wall. Create a **bunting** with CCF's downloadable template, cardstock, and string to hang in front of your table or on a back wall. **Red and white balloons** can be added for more color.

In addition to how you decorate your table, you may want to think about how to lay out your baked goods on the table. Make sure there is enough space between different items so people can see the **variety** and purchase more. Use **decorative platters** and baskets to organize your baked goods and add **visual interest** to your table.



## PREPARE FOR EVENT DAY

One to two weeks prior to your event, organize a **bake day** with your team to **prepare your goodies**. Determine which items can be made ahead of time and frozen. Package baked and donated items in cellophane bags and attach stickers from your [bake sale kit](#) or print your own labels from the CCF's Resources page. Other downloadable materials that can be utilized from the [Resources](#) page include:

- CCF's [Facts to Know](#) handout—make copies to distribute at your table
- CCF's [table sign](#)—print and insert it into an 8.5"x 11" acrylic sign holder purchased from Staples, Office Depot, or Amazon
- Volunteer [name tags](#)—print on Avery label sheets for your bake sale team to wear
- Donation jar [label](#)—print, cut out, and attach to a container for additional donations

If necessary, recruit **more volunteers** and ask them to help **spread the word**. Also, send event reminders to friend and families. A week before your event, confirm your bake team and volunteer availability and event day responsibilities.

On the day of the event, give yourself **plenty of time** to set up your table and items. Some tips to keep in mind for your event day:

- Prepare a cash box with dollar bills for **change**.
- Review **fact sheet** so that you can answer basic questions about pediatric cardiomyopathy.
- Talk to your customers and share facts on pediatric cardiomyopathy.
- Designate someone to take **photos** and post on **social media** while the bake sale is underway.

## POST EVENT FOLLOW UP

Congratulations on a successful Bake for a Cure event! You have **made an important difference** by raising awareness of pediatric cardiomyopathy in your community. We're interested in hearing about how your event went and sharing your photos on our Bake for a Cure photo gallery.

Proceeds from your Bake for a Cure event can be sent via **check** (payable to Children's Cardiomyopathy Foundation) to:

Children's Cardiomyopathy Foundation  
24 West Railroad Avenue, Suite 408  
Tenafly, NJ 07670

Alternatively, you can submit your bake sale funds **online** through our [donation](#) page but a 3% credit card processing fee will be applied.

Following your event, take the time to **thank everyone** on your bake team and also your donors for their contributions. Email them event highlights and a few photos. They will appreciate hearing about the event's success and how meaningful it was to you.





## Children's Cardiomyopathy Foundation

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