



— Virtual Bake for a Cure — February 2021

Hosting a virtual Bake for a Cure event helps to raise research funds and increase awareness of pediatric cardiomyopathy. You can keep it simple and still make a big impact with an online event. This could include setting up a Facebook fundraising page to request donations from friends and family or creating a JustGiving site to sell homemade baked goods for pick up on a certain day.

Together we can bake a difference for children with cardiomyopathy!

Create Bake Page

Set up a Bake for a Cure webpage ([Facebook](#) or [Just Giving](#)) to promote your virtual event and receive payment and donations. CCF can assist you in creating your Bake for a Cure page.

Select Bake Items

Create a limited menu of 1-4 bakery items that you will offer for sale on your virtual bake site. Take photos or create illustrations that you can post on your bake page or social media pages. Encourage your friends and family to order in multiples by a certain date.

Sell Baked Goods

List what you are selling with descriptions, prices, and instructions for ordering and paying online. Orders can be placed via their donation message, email, phone call, text, or social media posts.

Bake & Package

Once you have your orders tallied up, you can determine what each Bake for a Cure team member will bake. Pre-package your orders with your Bake for a Cure team the day prior or day of order pick-up. Baked goods should all be individually packaged.

Pick-Up

Select a central location and specify a date and time for order pick-ups. Remind your purchasers by email and social media of the pick-up location, date, and time. Your Bake for Cure team can verify pre-paid orders and distribute orders as people drive up. Remind the members of your bake team to be safely masked and gloved.

Setting up a Facebook Fundraiser

Step 1

Log on and connect to Facebook

- Click on the “Fundraise on Facebook” button.
- Follow system prompts to log onto your Facebook account.
- When connected to Facebook, look for new button that says “Go to Facebook” fundraiser.

Step 2

Invite friends to your Facebook fundraiser

- Click the “Go to Facebook fundraiser” button.
- Click the “Invite” button on your Facebook fundraising page.
- If you are selling baked goods, include instructions for how to place an order.
- Follow prompts to invite all of your friends to your page.

Step 3

Share your Facebook fundraiser page often to boost sales

- Check CCF’s toolkit for tips, images, and message templates to promote your Facebook fundraiser.

Step 4

Process bake orders and send thank you messages

- You will receive a notification when someone donates or makes a purchase. Go to your fundraising page to thank each person for purchasing or donating.

Setting up a Just Giving Page

Step 1

Log on to Just Giving

- Click on the “Start Fundraising” button.
- Follow system prompts on your account to create your own sharable fundraising page.
- If you are selling baked goods, include instructions for how to place an order.

Step 2

Invite friends to your Just Giving fundraiser

- Click the “Share this Story” button at the bottom of your fundraising page.
- Follow prompts to share and invite all of your friends to view your page.
- Instruct your friends to place their order in the donation “message” section.

Step 3

Share your Just Giving fundraiser page often to boost sales

- Check CCF’s toolkit for tips, images, and message templates to promote your Just Giving fundraiser.

Step 4

Process bake orders and send thank you messages

- You will receive a notification when someone purchases or donates. Go to your fundraising page to thank each person for purchasing or donating.